

EVERY PIECE OF TRASH YOU REMOVE
REVEALS SOMETHING BEAUTIFUL



CALIFORNIA
COASTAL
COMMISSION

CALIFORNIA COASTAL **CLEANUP DAY**



Guide For Boating Facilities 2013



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CALIFORNIA COASTAL CLEANUP DAY 2013
GUIDE FOR BOATING FACILITIES

INTRODUCTION

Welcome to California Coastal Cleanup Day! Now entering its 29th year, Coastal Cleanup Day is the premiere marine-related volunteer event in California. Each year, thousands of volunteers turn out to California's beaches, lakes, and waterways to help remove hundreds of thousands of pounds of accumulated debris. This year's event, which will take place on Saturday, September 21st from 9 AM to Noon, promises to be our biggest yet – thanks primarily to you and your fellow Site Captains. The Site Captain's job is the heart of the Cleanup effort. You are the face of the Cleanup, helping to organize everything from pre-event publicity to post-event celebrations.

In 2013 and for a second year, we have a special Site Captain Guide especially for boating facilities - based on a pilot project the California Coastal Commission and the California Department of Boating and Waterways conducted in 2011 in partnership with Heal the Bay, the San Mateo County Water Pollution Prevention Program and two enthusiastic yacht clubs: Port Royal in Los Angeles County and Sequoia Yacht Club in San Mateo County. In 2012, California's recreational boating community increased its contributions to Coastal Cleanup Day (CCD). Working directly with the California Coastal Commission and the Department of Boating and Waterways, 17 yacht clubs and marinas participated in Coastal Cleanup Day 2012, further extending the impact the boating community has made to maintain clean waterways in California.

Please take some time to read through this Guide now, and refer to it as needed during your planning process. The beginning will take you through the basics of how to run a cleanup in your yacht club or marina on Coastal Cleanup Day. At the end, you will find a number of helpful forms – an appendix where you can check off tasks as you complete them, checklists, reporting forms, and a script for a safety talk on Coastal Cleanup Day. Of course, experience is always the best teacher, so if you come across any obvious mistakes, or if you have a great idea that you think should be added to this Guide, please let us know!

THANK YOU AND GOOD LUCK WITH COASTAL CLEANUP DAY!

Any questions or concerns? Please contact your County Coordinator or the Statewide Coastal Cleanup Director:

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QUICK START GUIDE

1. BEFORE THE EVENT - Connect with your County/Regional Coordinator **(More info – pg 9. You can find contact information for your County/Regional Coordinator on page 26 of this guide).**
2. BEFORE THE EVENT - Seek permission and support from your club or facility and/or landowner, and recruit people (~1-3) to help you organize. **(More info – pg. 9)**
3. BEFORE THE EVENT - Scout out your location. Where is there trash? Where is there a need for a cleanup? Where is it safe to send people of all ages? Which areas are unsafe and should be avoided? Where are bathrooms located? **(More info - pg. 9)**
4. BEFORE THE EVENT - Recruit volunteers and publicize your event! Use materials provided by the Coastal Commission or create your own **(More info - pg. 10)**
5. BEFORE THE EVENT - Collect supplies from your County/Regional Coordinator. Solicit donations for extra supplies from local businesses, or ask your club/facility members to bring their own. **(More info – pg. 10)**
6. BEFORE THE EVENT - Make sure trash will be collected, either as part of the normal service provided by your waste hauler or through a special event collection service. **(More info – pg. 11)**
7. DAY OF – welcome volunteers, provide them with cleanup supplies, ensure SAFETY at all times (see pg. 13 for safety talking points) collect data on data cards provided, separate and weigh your trash and recycling. **(More info – pg. 11-13)**
8. DAY OF - Report your results to your County/Regional Coordinator or the California Coastal Commission. **(More info – pg. 15)**
9. AFTER THE EVENT - Thank your volunteers, sponsors, donors and partners. **(More info – pg. 15)**

OVERVIEW OF ROLES

California Coastal Cleanup Day (CCD) is a huge event – the largest volunteer event in the state, in fact. Events like this have a lot of moving parts, including your own. Below is an overview of all the different players, from the cleanup volunteers all the way up to the organizations running the statewide and international cleanups.

Cleanup Volunteers

Volunteers are drawn from your communities. They are our audience and our workforce. In the case of boating facility cleanups, they may be tenants of your marina, yacht club members, or other boating enthusiasts. Volunteers will initially contact the CCC, a County Coordinator, or a Site Captain, depending on how they heard about the Cleanup. One of these contacts should tell the volunteers where to go at the start of CCD and what to wear. For that reason, it's essential that you work closely with your County and Statewide Coordinators to ensure that accurate information is relayed to your volunteers.

During the event, volunteers will clean up trash from designated areas, separate trash for recycling, record what they find on data cards, and hopefully have some fun taking care of our marine environment. Most importantly, they should walk away from the Cleanup with a better understanding of the amount of marine debris littering our environment, what its impacts are, where it might come from, and how they can stop the spread of marine debris every day.

Site Captains

Site Captains, working directly with their County/Regional Coordinator, coordinate all logistics at their designated site, including:



A group of volunteers help with the cleanup in Sacramento County



Site Captain at Whiskeytown Lake in Shasta County gives instructions to volunteers

Before the event:

- Recruit volunteers, including support volunteers like data captains and a media contact person;
 - Solicit donations from local stores, yacht club members or marina tenants for special clean up items such as extended pole pool skimmers, handheld skimmers, bait nets, roadside picker with nails and grabbers and scales;
 - Solicit members to bring their own kayaks, dinghies or standard paddleboards, if available;
 - Help with local promotion;
 - Organize post-cleanup activities (barbecues, parties, raffles, volleyball, etc.) if desired;
 - Solicit donations of goods, food, and promotional items if not provided by the State or County Coordinator.
- In order to reduce the event's carbon footprint, encourage volunteers to bring their own clean up items (ex: reusable water bottles, coffee mug, buckets, bags, grabbers, gloves, bait nets and skimmers)

On the day of the event:

- Greet volunteers;
- Give volunteers instructions on how and where to clean (develop a map of the clean up site area), safety precautions, how to use the data cards, what to recycle, and how and where to dispose of trash;
- Give volunteers a short marine debris presentation (Refer to Appendix J). This information will provide volunteers with background information about marine debris, its impacts, and future practices people can implement to reduce marine debris.
- Distribute bags, buckets, data cards and other cleanup items, as available;
- Collect liability waiver forms;
- Weigh trash and recyclables;
- Call County Coordinator by 1:30 PM (or other time designated by County/Regional Coordinator) on Coastal Cleanup Day with total pounds of trash and recyclables, number of volunteers, approximate number of miles cleaned up, and any unusual items; and
- Send data cards, waiver forms, extra supplies, and cleanup summary sheets to County Coordinator.

County/Regional Coordinator

Site captains interact with their county or regional coordinator in a variety of ways. The County/Regional Coordinator is the contact person at a local level for volunteers and acts as the liaison with the California Coastal Commission (CCC) for supplies and logistics. Most California counties have a County Coordinator – in some cases there are several Regional Coordinators in one large county. These coordinators work closely with Site Captains to organize the event in their area. Specifically, the County Coordinator:

Things to consider when choosing sites:

- Who owns the site?
- Will they give you permission to access it?
- Do you need a key or combination to a lock to get into the site?
- Is there safe access to the site?
- Is it a suitable site for children?
- How easy will it be to get the trash out?
- Who will take the trash and recycling to the landfill?
- What help do you need from agencies or other organizations?
- Do you need special equipment like 4WD vehicles, helicopters?
- How many volunteers are needed for a site of this size?

- Recruits cleanup captains for specific sites.
- Arranges for cleanup sites: coordinates with beach property owners (e.g. state, county, or city rangers or park attendants) or other agencies that operate the beaches that are to be cleaned.
- Establishes central staging area and/or meeting places, if necessary.
- Coordinates with the California Coastal Commission (CCC).
- Supplies CCC with list of sites and Captains involved in CCD.
- Orders supplies from CCC.
- Organizes cleanup logistics in cooperation with their Site/cleanup Captains:
 - holds county/regional meetings with Captains to clarify procedures;
 - arranges for trash hauling and recycling; and
 - distributes cleanup supplies (provided by the Coastal Commission) and promotional items to cleanup Captains.

- Acts as a central contact point for volunteers from region – name and affiliated organization appears in statewide promotional materials and on the state web site as a local contact for all prospective volunteers.
- Assigns volunteer groups to specific cleanup sites.
- Gets local press and event publicity by placing posters, distributing brochures and flyers, giving presentations, issuing news releases, and securing proclamations.



Coordinators at the conference in Monterey participate in a beach cleanup

- Secures local sponsorship and/or donation of promotional items, water, or food for Cleanup volunteers (optional).
- Arranges collection of cleanup data cards from cleanup Captains on or after CCD.
- Arranges for recycling and trash disposal with local companies.
- Reports results of Cleanup to the statewide coordinator by 2 PM on the day of the Cleanup.
- Sends data cards to Ocean Conservancy.

The Rest of the Cleanup Team...

The Cleanup has been a growing success each year thanks to literally thousands of people each doing their part. Here is how the rest of the responsibilities divide up:

California Coastal Commission – Statewide Coordinator:

- Organizes and coordinates statewide Coastal and Inland Cleanup.
- Recruits and supports County/Regional Coordinators.
- Seeks and manages major funding and in-kind support.
- Develops all collateral materials and cleanup supplies for use on or leading up to CCD.
- Publicizes event to recruit volunteers and promote the Cleanup's environmental messages.
- Helps organize major publicity events related to Coastal Cleanup Day.
- Refers volunteers to coordinators or cleanup Captains.
- Maintains statewide Coastal Cleanup Day website.
- Provides publicity and collateral materials to County Coordinators.
- Provides cleanup supplies to all participants via the County Coordinators.
- Gathers results of the Cleanup, publishes annual Recap Report on outcomes, and handles all post-event reporting to agencies, sponsors, and the media.



Ocean Conservancy

Ocean Conservancy coordinates the International Coastal Cleanup (ICC), in which California Coastal Cleanup Day plays a major role. The ICC currently includes 45 of the United States (including the District of Columbia) and over 100 countries. Ocean Conservancy:

- Encourages data collections during the annual cleanup to determine sources of marine debris and establish trends.
- Publishes results of marine debris statistics in the ICC Annual Report.
- Provides data cards and other supplies for volunteers.
- Provides nationwide publicity for the ICC.
- Links each cleanup to the others, providing international perspective for local events.



“HOW-TO” GUIDE: WHAT YOU NEED TO KNOW

BEFORE THE CLEANUP

1. Work with your County/Regional Coordinator

It is important to stay in close contact with your County or Regional Coordinator (see Appendix G for a complete listing) while planning for and reporting on Coastal Cleanup Day. S/he will need all the details about your planned Cleanup, including location (provide maps, if possible), start time, special events or circumstances at your site, and any other important details that volunteers might need to know ahead of time. Be sure to provide your County/Regional Coordinator with accurate contact information (current address, phone number, and e-mail address) so that they can be in touch easily.

Cleanups should start at 9 AM, subject to local tides and circumstances. Work out a specific location at your site for volunteers to meet and develop a list of the items you may need including tables, chairs, banners, etc. Based on the number of volunteers you may have at the event (check No. 4 below to learn how to recruit volunteers), develop a list of supplies required. Some of the cleanup supplies (ex: bags, medical gloves) might be provided by the County/Regional Coordinator. A good guideline for ordering supplies is to add 10 percent, for expected growth, to the number of volunteers registered for the event or to those that participated the previous year (consult with your County Coordinator if you need help estimating these numbers). Order the appropriate amount of supplies for this new number. Please note, that in an effort to cut back on waste generated by Coastal Cleanup Day this year, we will again be spreading a message to “Bring Your Own” (bag, bucket, glove, etc).

2. Contact the Responsible Officials and Set Arrangement for Cleanup Day

Well in advance of Coastal Cleanup Day make sure to contact the Land Managers who have jurisdiction over your cleanup site for approval of your Coastal Cleanup Day event (if applicable – your County Coordinator may have already addressed this). Introduce yourself and keep them informed as you prepare for the cleanup. For help determining who may have jurisdiction over your cleanup site, contact your County Coordinator.

3. Scout Your Cleanup Site

Visit your cleanup site at a time when the tides are similar to those anticipated during the scheduled cleanup (9 am to 12 p.m.). Plan how you will physically organize the cleanup groups; for instance, placing the pre-registered groups at the north and south ends of the facility and leaving the middle section available for walk-in volunteers.

Your site may have specific circumstances that can affect your Cleanup event. Prior to the Cleanup, conduct a site visit and determine needs for the following:

- A central meeting site for volunteers on Coastal Cleanup Day.
- Parking – preferably free – for volunteers.
- How to deal with any emergencies or injuries.
- What to do about any hazardous items (like syringes or waste drums) or injured animals.
- Hazardous areas to be avoided.
- Particularly dirty areas to be targeted.
- The availability of restrooms – and making sure they will be unlocked.
- A map of your cleanup site to provide to volunteers. You may want to use Google maps to create a map of your facility showing the potential cleanup sites. The following link will show you a video that will teach you how to create a map using Google Maps:
<http://support.google.com/maps/bin/answer.py?hl=en&answer=62843>
- Arrangement for pick-up of filled trash and recycle bags. (Discuss what plans are already in place with your County Coordinator).
- Arrangement for any post-cleanup festivities you may plan.

4. Recruit Volunteers

Help carry out the plan you and your Coordinator will develop for publicizing the cleanup, including the distribution of posters and brochures. Follow up with groups who have contacted your Coordinator about your site. Get volunteers to help you with your responsibilities before and during the cleanup. Invite your marina and yacht club staff and members to help you with specific tasks before, during and after CCD (check specific tasks below – **Items 15-19**). The more help you get for CCD, the better the results will be.

Below is a long, but not exhaustive list of ways to recruit volunteers:

- Develop your own yacht club or marina cleanup flier.
- Develop a sign up sheet so you will have a better idea of how many people are planning to participate in your event.
- Write an article for your yacht club or marina newsletter about the event.
- Organize a “Pre-Coastal Clean Up day” event/meeting/dinner 60-90 days before the event. Talk to your yacht club members or marina tenant colleagues about marine debris (refer to the Marine Debris PowerPoint Presentation, Appendix J), its impact, the event, its importance and motivate your members to get involved. You may also want to use this event to request donations to purchase the cleanup items you need.
- Reach out to all ages. Participation in Coastal Cleanup Day can count as community service hours for students.
- Reach out to the sailing youth members, Sea Scouts, fishermen groups, Aquatic Centers, kayak, rowing and canoe clubs, local United State Coast Guard Auxiliary and US Power Squadrons working with your facility. Appendix I provides you a list of some of these organizations and their websites.
- Reach out to existing contacts or email those in an existing database.
- Ask Board Members to recommend potential helpers.
- Internet mailings.
- Spread the word on social media (Facebook, Twitter, etc).
- Develop a press release and contact your local media including newspapers, radio and TV stations.
- Post flyers at community colleges, churches, community centers, and other locations around town.
- Ask businesses to buy ads in local papers to promote the Cleanup.
- Notify court referral programs of your volunteer needs.
- Promote your event in your yacht club or marina website.

5. Secure Your Clean Up Materials

Your County Coordinator will be supplying you with trash and recycle bags, latex gloves, waiver forms, data cards, pencils, t-shirts for two site captains at your site, posters, postcards, and optional additional promotional materials. However, due to the nature of a shoreline and watercraft cleanup (think wet and muddy), you may consider securing additional materials and tools. Below is a list of suggestions.

- Based on a pilot project conducted at two yacht clubs during Coastal Cleanup Day 2011, some items that are ideal for on the water cleanups include:
 - Extended pole pool skimmers
 - Handheld skimmers
 - Bait nets
 - Road side pickers or grabbers
 - Fishing or luggage scale, or bathroom scale (for weighing your trash and recyclables)
- Partner with your City’s Maintenance Department. They might be willing to let you use some of the cleanup materials like buckets, grabbers, etc.
- Consider soliciting donations from your boating facility members or tenants to purchase the cleanup items needed. Remember these items can be used every year during Coastal Cleanup Day or year-round during other cleanup events.

- Request cleanup product donations from local stores. These items are often found at local hardware and pool supply stores such as Home Depot, West Marine, Leslie Pool Supply stores, and Sport Chalet. A sample donation request letter is included in this document (Appendix G) for your convenience.

If you plan to conduct watercraft cleanups, experience shows that kayaks, inflatable boats, row boats, rafts and/or canoes work best. To limit the amount of coordination you have to do, invite boating facility volunteers to bring their own kayak, dinghies or paddleboards to the event. Create a signup sheet for this purpose so you know how many to expect and can plan accordingly. You may also want to partner with local kayak rental companies for discount to cleanup volunteers on kayak rentals.

6. Set up Trash & Recycling Collection

You will need to ensure that the trash and recycling collected at the cleanup is disposed of accurately and in a timely manner (if full trash bags sit around too long after the cleanup, they can get picked at by birds, or become an eyesore to your club/facility members). In many cases, your County/Regional Coordinator will work with your local waste hauler to make arrangements. However, that is not always the case and you will need to contact your local waste hauler directly. Work with your County/Regional Coordinator early on to ensure that waste hauling has been set up for the event.

7. Promote Bring Your Own (BYO) Cleanup Materials Concept

In an effort to decrease the amount of waste created by the event, we ask that you help encourage volunteers to bring Cleanup supplies from home (in 2009, 130,000 plastic trash bags were produced and printed for Coastal Cleanup Day. It is estimated that the production of 130,000 plastic bags used in 2009 alone requires about 67 barrels of oil, in energy and raw material).

- Suggested BYO supplies include the following:
 - Buckets (preferred) or reusable bags for picking up trash (canvas works best)
 - Gardening gloves
 - Pool skimmers and bait nets
 - Kitchen mesh strainers
- For more information about our effort to reduce waste through the Bring Your Own (BYO) campaign, please visit our website at <http://www.coastal.ca.gov/publiced/ccd/ccd28.html>

8. Make Safety a Priority

Make safety the key factor in the event operations. If you have prior contact with volunteers, advise them to wear sun block, work or gardening gloves, appropriate sturdy shoes, a jacket, and to bring their own water/beverage bottle. During the orientation and safety precaution talk, tell your group to always keep an eye on the sea or waterway, avoid over-exertion, and stay in teams of at least two. Emphasize that children must be supervised by adults at all times.

Liability Waiver Forms

Make sure groups and individuals who contact you prior to the event will bring their completed liability waiver forms to the cleanup. If they haven't received one from the County Coordinator, send them one. Waiver forms can also be downloaded from the Coastal Commission's website at <http://www.coastal.ca.gov/publiced/ccd/ccd5.html>. On the day of the cleanup, you can use copies of the liability waiver forms provided by your County Coordinator. **Everyone participating in the Cleanup must have signed a waiver. Children under 18 will need a parent's or guardian's signature as well.**

9. Confirm your Logistics

Work closely with your County Coordinator on these details:

- A. Flags, banners, or signs to identify your meeting place and to direct volunteers to the cleanup area. The County Coordinator will issue Site Captains Coastal Cleanup Day t-shirts for easier identification. Banners and signs are highly recommended. You may consider requesting a donation from a local printing company for these items.

- B. Your County Coordinator will be supplying you with trash and recycle bags, latex gloves, waiver forms, data cards, pencils, t-shirts for two site captains at your site, posters, postcards, and optional additional promotional materials. Secure additional supplies, as needed (see #5 in this section above)
- C. Identify a centralized location for volunteer to bring back the trash and recyclables.
- D. Make arrangements for reporting your results to your County Coordinator by 1:30 p.m. (see below “Day of” subtitle for details).

10. Assign a Press Contact

Someone at your boating facility should be available to greet press and any special guests. Go over your event logistics with this person so that s/he is well informed to answer questions on procedures of the cleanup or about marine debris.

11. Attend Coordinator Meeting and Pick Up Supplies

Go over last minute information with your County Coordinator, if needed.

12. Optional: Plan a raffle for cleanup participants, a Cleanup BBQ or party! Check the section below entitled “Cleanup Raffles and Celebrations (optional)” for some post-event ideas.

DAY OF THE CLEANUP

13. Plan to **show up to the Cleanup site at least one hour before** scheduled Cleanup begins!

14. Make sure you have all the necessary **supplies** (Use checklist provided Appendix E).

15. **Meet with any people you have assisting you** in organizing the cleanup on your site.

16. Greet and **sign up** volunteers, collect waivers and **distribute supplies**

Make sure all volunteers read and sign the liability waiver form. LEGIBLE names and addresses are critical, so please stress this to your volunteers.

Form teams of at least two (do not allow people to go off individually), and preferably three (one can carry the trash bag, one can carry the recycle bag, and another can mark the data card). Emphasize the importance of working in teams to facilitate the process of both collecting trash and the information for the data cards. Hand out the color-coded trash and recyclable bags and data cards. Maintain control of your supplies so that the surplus can be picked up and used for other cleanup programs. Be sure to tell volunteers where to leave bags and when to come back to the check-in site.

Some Tips for Participants who will be Using Kayaks, Dinghies, Inflatable Boats, Row Boats, Rafts or Paddleboards:

Based on information collected during the 2011 pilot project and information provided by the Santa Monica Bay Restoration Foundation¹, below please find some recommendation on how participants who will be using kayaks, dinghies or paddleboards can collect both trash and data:

- Do data collection on-shore. Concentrate your efforts on collecting trash and recyclables first. Bring the collected trash to the meeting location and catalogue data for data cards.
- Work in teams. The person in the kayak/paddleboard/dinghy will collect trash and recyclables and his/her partner on land will receive the trash and do the data collection. The shoreside volunteer can also collect trash while waiting for the kayaker/paddleboarder/dinghier.

¹ The Santa Monica Bay Restoration Foundation has been conducting kayak cleanups in Marina Del Rey (Los Angeles County) as part of Coastal Cleanup Day for 8 years.

Give the Orientation, Marine Debris and Safety Talk

See the “Orientation, Marine Debris and Safety Talk” script in the appendix (Appendix B) of this guide, but please keep in mind the following:

- Cleanup Site Captains should have a phone number of who to call in case anyone finds syringes or injured/dead animals. Post this number at the walk-in site and make it available to groups not at a walk-in site prior to the cleanup.
- In the case of syringes, instruct the volunteers not to touch the syringe at all but if possible leave a marker citing the location and tell the Site Captain or other cleanup organizer so that they can take control of the situation.
- In the case of dead or injured animals, a volunteer should NEVER try to pick-up, attempt to treat, or move the injured or dead animal. Again, instruct volunteers to notify the site captain or other cleanup organizer. Options for dealing with an injured or dead animal vary according to county; however, most counties have a chapter of the Humane Society or an Environmental Health Department. Check out other certified environmental organizations in your community, like the Marine Mammal Center in Marin. Many of them would be happy to assist in the rescue or removal of a marine mammal.
- In the case of hazardous waste, (i. e. used oil, used oil absorbents and oil filters, fuel, diesel, antifreeze, paint, batteries, varnishes, thinners, adhesives, fluorescent bulbs, cleaners, sprays, propane tanks) these products require special care when you dispose of them. These items should be disposed of at the County local household hazardous waste (HHW) collection center. Many HHW facilities offer free drop-off for residents. Contact your County Coordinator or call 1-800-CLEANUP or visit www.earth911.org for more information about the HHW centers in your area and hours of operation.
- Please note that all participants should wear gloves, sunscreen, and most importantly, shoes. Glass and metal pieces are common debris items and are not easily seen.
- All sites should be equipped with a well-stocked first aid kit at the least, and preferably with a first aid station/person as well. Point out the first aid person and notify the volunteers that aid is available.
- The areas being cleaned, as already mentioned, should be scouted at least two weeks prior to determine if there are any areas that should be off-limits the day of the cleanup. Clearly post signs in any hazardous areas and tell all your Captains and walk-in participants about places to avoid. Rip rap, beneath piers, and similar areas are dangerous areas but often tend to collect trash. Use your discretion and experience to determine safety of cleanup in those areas.
- No one should ever go in the water (unless you are running a dive cleanup), turn their back on the ocean, or leave children unsupervised.
- Dunes and other ecologically sensitive areas can't always take the stress of human activity. The small organisms that inhabit a sand dune and its vegetation are easily killed by footsteps alone. Precautions should therefore be instituted for such areas.
- To protect all of the organizations involved in the cleanup as well as our sponsors, all volunteers, including the Cleanup Captains and County Coordinators, must sign the liability waiver forms. In the case of minors, the parents or guardians must sign the liability waiver form. Stress the importance of signing this form to everyone involved in Coastal Cleanup Day.

If you want to talk in more detail about marine debris, please use some of the information and resources found in Appendix C.

In addition, be sure to highlight any specific information about the following:

Unusual Finds

Unusual finds should be brought back to the Site Captain, the contact information for the volunteer who found it should be kept, and the item photographed if possible. Each year, the Coastal Commission runs a “Most Unusual Item” contest. If an item found at your site is selected, the Coastal Commission will need the volunteer’s name and contact information to award them their prize. A photo would be a boon for media outreach.

Filled Bags

Make sure you tell all participants what to do with their filled bags, consistent with what you have worked out with your waste hauler or city/county authority. Preferably bring the bags to a single place in order to get an estimate of total weight of trash and recyclables.

Data Collection

Reinforce the message that **data collection is just as important as the trash collection**. The information volunteers collect on data cards is used to revise national maritime disposal policies, and is used to advance environment-protecting legislation. In order to increase the use of data cards you may want to consider the following option: Ask volunteers to collect data as they pick up trash or to focus on collecting trash, return to the meeting location and catalogue data there for data cards.

Return Time

Let everyone know when to return to the starting point to turn in their data card and enjoy any post-party, awards, and/or group photo opportunity with all the collected trash. Ask participants to start heading back to the meeting location around 11:30 am.

Cleanup Sites

As mentioned before, it is important to develop a map of your cleanup site. During the **Orientation, Marine Debris and Safety Talk** show participants where they should go. In order to avoid overlapping, you may want to designate cleanup areas to volunteers so event participants are busy during the length of the event. Remember: Make it easier on the volunteers!

17. Start the Cleanup!

18. Media

You or your media contact person should talk to any member of the media (reporter or photographer) who shows up. Speak from your own experience with the cleanup. Try to arrange for interviews with volunteers, as well as with any elected officials or VIPs who may be attending your cleanup.

Take Photos for your website, newsletter and share them with the County and Statewide Coordinators.

Please Remember to Credits Your Sponsors and Supporters!

CCD is an excellent example of the concept “think globally, act locally.” Therefore, it is helpful and important to identify your local cleanup as part of the larger California Coastal Cleanup Day event whenever possible. (Plus, we always appreciate the acknowledgement!) When writing press releases, announcements or articles for newsletters, newspapers, your website and the social media outlets, it is important that you always credit all your partners and sponsors.

We would appreciate you crediting the **California Coastal Commission** (statewide leader), the **California Department of Boating and Waterways** (statewide co-leader in the boating facilities and boating community effort). Please contact us for agency logos. Additionally, don’t forget your County Coordinator (see page 24 for a list) and local sponsors, which include in-kind donations.

AFTER THE CLEANUP

19. Thank participants and tell them that each year, we count on them as volunteers to make this event a success.

20. Collect Data Cards

As volunteers return, collect their data cards and any unusual items they found.

21. Report Results

Tabulate the amount of trash and recyclables collected, list the most unusual items, and count the number of participants. Report these findings to the County Coordinator. Time is of the essence! We can't stress enough how important it is for the Coastal Commission to be able to tell the story of the cleanup to the media by their afternoon deadlines. It gives them incentive to run the story and helps get the cleanup message out to millions of Californians. It also provides data to compare locations and previous years.

The information needed immediately is:

- The number of participants at your sites
- The weight of trash and recyclables
- The number of miles cleaned (estimated). You may use Google maps to estimate this value.
- The most unusual items found
- The number of people who brought their own supplies from home (please keep track of this at volunteers check in)

Actual weight, rather than estimated weight, would be ideal. Having all the filled bags in one location will facilitate this. Some disposal companies can weigh the total amount of debris collected using their services. Find out if yours has this capability and make arrangements for the cleanup. You can also do this yourself by bringing a luggage or fish scale to the cleanup. Luggage or fish scales allow you to hang the bag from the scale to easily measure its weight. If you don't have luggage scales, consider bringing a bathroom scale to the cleanup. Have a volunteer stand on the scale without a bag (record the weight), and then again while holding trash or recycling bags. Subtract the individual's weight from his/her weight while holding the bags to get the weight of the trash or recyclables. Repeat as necessary. You can either do this for every bag or average a few for an estimate. Get an accurate count of the number of each type of bag filled at the end of the cleanup (perhaps arrange for a volunteer to have this specific responsibility) and multiply by the average for recycling and trash (they are usually different) to get a total for each.

If you can not reach your County Coordinator by 1:30 p.m., call your results in directly to the California Coastal Commission at 800-COAST-4U, leaving your name, phone number, county, boating facility name, and your cleanup information. We will be checking off cleanup locations against our master list.

Please get your totals to your County or Regional Coordinator by 1:30 p.m. on Coastal Cleanup Day so they can call the results in to the California Coastal Commission.

22. Site Cleanup

Make sure all the bags of recycling and trash have been picked up from all your beaches and your site is in better condition than when you arrived.

23. Please send data cards and waiver forms to your County Coordinator right after the Cleanup, but no later than October 31, 2013.

24. Please fill out the Cleanup Captain's summary results sheet. This is important and can be done only by you. It is simple to fill out and critical for our records. Please send this directly to your Coordinator or the Coastal Commission.

25. Supplies. Within a few days after the cleanup, please inform your County Coordinator of the amount of surplus supplies you have available: bags, posters, data cards, etc.

Cleanup Raffles and Celebrations (optional)

More than a few cleanup coordinators have expressed the need for ideas regarding post-cleanup barbecues or fairs. The following are suggestions that may be helpful in increasing participation and data collection. A celebration is by no means required, but can be a nice thank you to volunteers and fosters a sense of community and accomplishment after the cleanup.

Some coordinators choose to have some sort of ceremony before and after the cleanup. The first ceremony may announce the cleanup procedures, promotional distributions, and remind people of the party afterwards. It is a time to reward volunteers with juice, donuts, muffins, bagels, coffee, etc. before the cleanup begins. The pre-cleanup ceremony is also a great time to introduce important figures that may be in attendance, like politicians or celebrities. Often local bakeries and markets are generous with providing breakfast foods on the day of the cleanup. Start inquiring now for September.

Most cleanup parties occur after the cleanup. The challenge is getting people to stay until noon when the party is scheduled to begin. One solution is to entice participants to stay with a raffle or an awards ceremony. Raffle off prizes like whale watching cruises, a Coastal Cleanup Day t-shirt, posters, dinners at local restaurants, or maybe a scuba or surfing lesson. Or you can give awards out to the biggest group, the group that collected the most trash, or the finder of the most unusual item. Try to get prizes donated by supporting business in the community. Raffle tickets are available in most stationary stores.

Get the waiver signed by people who want to participate in the raffle or receive lunch at the end of the Cleanup. Alternatively, you could give volunteers a raffle ticket when they turn in their data cards and trash bags after cleaning up. At the party afterwards, give volunteers the option of buying more (which can be a great fundraiser for Cleanup costs).

Great Ideas for a Post Celebration:

- prizes for best item found, largest group, etc.
- free BBQ/picnic lunch
- donated drinks - including soda, juices, beer (don't forget an alcohol license)
- musicians/band
- ice cream social
- raffle - sell additional tickets at party
- raffle drawing for those volunteers who bring an item from home such as a bucket, pool skimmer, gardening glove, water bottle, etc); this encourages the zero waste event concept
- special speakers, mayor, board supervisors, etc.
- your organization's booth and other local environmental groups' booths
- kids' activity area -crafts, rock climbing wall, bounce house, etc.

Important Things to Remember:

- pick a good venue - convenient for volunteers to get to
- purchase/arrange event insurance/permits/alcohol licenses
- order/get donated enough food/drinks
- create supply list for all party needs
- properly thank & acknowledge all donors/sponsors
- rent a PA system if needed (if you hire a musician, use their system for announcements)
- arrange for a team of volunteers to help with set up, serving, sales, clean up of party
- invite your sponsors/special guests/media

APPENDIX A

SAMPLE DAY-OF CLEANUP TIMELINE

7:45 -8:00 a.m. -Arrive at central meeting point to set up

Bring:

- Tables
- Sponsor thank you signs
- Waiver forms and pencils
- Data collection forms
- Trash and recycling bags
- Food and drinks and ice (if applicable)
- Cell phone number for County Coordinator
- Map with the cleanup sites

9:00am

- Welcome volunteers
- Sign in volunteers as they arrive; direct kayakers to designated “launch” area
- Distribute data cards, pencils, gloves & bags or buckets, and other supplies. Request volunteers to gather in a designated area to go over the safety and marine debris talk
- Give safety talk
- Give instructions for data cards
- Divide group into pairs or groups of 3 for data and trash collection
- Point out any off-limit areas
- Point out where to drop off full trash bags
- Remind volunteers of any post-cleanup party (if applicable)
- Send volunteers out to clean-up the site

9:00am-12:00pm

- As volunteers begin to return full trash/recycle bags, direct them where to go, have them weigh their trash, and collect their data cards
- Take photos

12:00pm

- Thank your volunteers
- Tally everything so you can record it on your Site Captain reporting form
- Hold after-party, conduct raffle (if applicable)

1:30pm – Call your County Coordinator with all data information - Remember to keep a copy of all the forms or record the data so that you can compare numbers next year.

APPENDIX B

ORIENTATION INTRODUCTION, MARINE DEBRIS & SAFETY TALK

Welcome to California Coastal Cleanup Day! Thank you for being part the largest volunteer event in the state! You are the most important part of this effort. You're going to be spending the next few hours cleaning up the trash that has accumulated over the past summer – stuff that has washed off our city streets or down from inland creeks, trash left by beachgoers, and debris washed up from the ocean. All of it poses a threat to marine wildlife, so do your best to pick up everything you find that's man-made.

California Coastal Cleanup Day, the state's largest annual volunteer shoreline cleanup event, helps to encourage Californians to act on behalf of their local beaches, shorelines, and inland waterways while raising awareness about the connection between pollution along our coastal and inland shorelines and the overall health of our ocean.

Trash in the ocean and waterways is a growing problem, and most of the marine debris that dirties our beaches and fouls our ocean and waterways originates from land-based sources. Garbage that is not collected may end up in the oceans where it can endanger wildlife and human health. Coastal Cleanup Day addresses the need for individuals to take responsibility for the garbage that we produce each year, while providing an educational opportunity for all Californians. Last year over _____ **(INCLUDE UPDATED INFORMATION) volunteers participated in the event statewide and removed more than _____ (INCLUDE UPDATED INFORMATION) million pounds of trash and recyclables from our beaches, lakes, and waterways!**

By participating in this event you are already making a difference. However, it is important that after you leave today you continue to be part of the solution, some recommendations include:

- Reduce, reuse and recycle at home, work and school.
- Buy products made from recycled materials with little or no packaging.
- Keep storm drains clean - they drain to beaches.
- Keep cigarette butts off streets and beaches.
- Properly dispose of fishing lines, nets and hooks.
- Participate in the Coastal Commission's programs, call (800) COAST-4U:
- Volunteer for Coastal Cleanup Day, the third Saturday in September.
- Volunteer for the year 'round Adopt-A-Beach® program.
- Buy a "WHALE TAIL®" license plate.
- Become a "California Coastal Steward."

Everyone should have filled out a waiver form already. Has anyone not filled out a waiver? **WAIT FOR RESPONSE – IF ANYONE HAS NOT SIGNED A WAIVER, SEND THEM BACK TO THE CHECK-IN TABLE.**

Here are some safety rules for you to follow as you take part in the Cleanup:

1. Wear a glove on the hand you're picking up trash with and closed toe shoes at all times, and have clothing and sun-block to protect you from the sun.
2. Don't touch or pick up dead animals, or attempt to move injured animals. Make your cleanup Captains aware of the animals and where they are.
3. Don't pick up syringes, needles, or any sharp objects. Mark the area and notify the cleanup Captain or local official of their location.
4. Always stay in teams of at least two.
5. Be cautious and aware of sensitive habitat areas (i.e. sand dunes).
6. Avoid over-exertion, sunburn, heat exhaustion, and dehydration. When in doubt, come in early.
7. All children need to be supervised by an adult at all times.
8. Don't lift anything too heavy; when in doubt, don't try!
9. Do not go near any hazardous materials (large drums, etc.)

WHAT TO PICK UP

We pick up only human-created matter (plastics, metal, glass, Styrofoam, etc.). Natural debris (algae, kelp, driftwood, etc.) is part of the natural system we are working to restore and should be left alone. Avoid disturbing plants and animals. Much of the trash you will find is small, so keep your eyes out for smaller pieces of trash. The smaller pieces can be mistaken for food by marine animals.

A word about the recycling bags – the recycling bags are for cans and bottles only. Nothing else you find on the beach today can be recycled, so please only deposit cans and bottles in the recycling bag.

DATA CARDS

The information volunteers collect on data cards is used to revise national maritime disposal policies, and is used to advance environment-protecting legislation.

- Although there is not a space to list every single piece or type of trash we expect to see during the cleanup, volunteers should still pick up every piece of debris they find.
- When filling out cards, count items in groups of five (as shown in the example on the card), and record the total in the box.
- Do not write the words “lots” or “many.” Count every piece and be specific! Only actual numbers of items can be used. If you get tired of counting, even an estimate with a real number is better than nothing.

Some Tips for Participants who will be Using Kayaks, Dinghies or Paddleboards:

- Do data collection on-shore. Concentrate your efforts on collecting trash and recyclables first. Bring the collected trash to the meeting location and catalogue data for data cards.
- Work in teams. The person in the kayak/paddleboard/dinghy will collect trash and recyclables and his/her partner on land will receive the trash and do the data collection. The shoreside volunteer can also collect trash while waiting for the kayaker/paddleboarder/dinghier.

Make sure you start heading back to the meeting location by 11:30 am

APPENDIX C

Marine Debris Facts and Information

Marine debris can cause enormous harm to our fragile marine ecosystems, and poses a rapidly growing threat to our world's oceans.

Marine animals can be harmed, even fatally, by marine debris. Plastic marine debris affects at least 267 species worldwide, including 86 percent of all sea turtle species, 44 percent of all sea bird species, and 43 percent of marine mammal species. The most common impacts are brought on by entanglement or ingestion. Common items like fishing line or nets, strapping bands, and six-pack rings can hamper the mobility of marine animals. Once entangled, animals have trouble eating, breathing or swimming, all of which can have fatal results. Plastic debris poses an especially large problem, since it takes hundreds of years to break down, and may never fully biodegrade. Meanwhile, it may continue to trap and kill animals year after year. In addition, birds, fish, and mammals often mistake plastic and other debris for food. Sea turtles mistake plastic bags for jellyfish, one of their favorite foods. Gray whales have been found dead with plastic bags and sheeting in their stomachs. Some birds even feed it to their young. With debris filling their stomachs, animals have a false feeling of being full, and may die of starvation. Plastic debris also acts as a sponge for toxic, hormone-disrupting chemicals (like PCBs and DDT) that reside in seawater, and the chemical components of plastics themselves may also be a potential source of other toxins that find their way into the food chain.

There are no estimates as to exactly how much marine debris currently resides in the ocean. However, when Californians can remove more than 1.6 million pounds of debris during a three-hour Cleanup on a single day in September, or when estimates show weight ratios of plastic to plankton in certain parts of the Pacific Ocean to be 6:1 or higher, a natural question to ask is, "Where is all this trash coming from?" Well, look around the next time you walk down the street. When it rains, trash on sidewalks and streets accumulates in the gutter and is swept into your city's storm drain system. Most storm drain systems discharge directly into the nearest waterway, which eventually flows to the ocean. So much trash reaches the ocean through our storm drain systems that NOAA estimates that 60-80% of all marine debris originates from land-based sources. Trash may also be dumped directly into the ocean by recreational and commercial boaters, and it is often left on the beach by beachgoers.

What can be done? With so much debris entering our ocean every year, it seems an almost insurmountable challenge to address. Improving this dire picture is going to require change on the part of individuals as well as institutions and society as a whole. There is no easy fix; however, there are many ways that we can confront this problem at its source. The phrase, "Reduce, Reuse, Recycle," still provides the best guidance, but reduction is the key. The growing amount of trash in our ocean corresponds to the growing amount of debris that we create -- in 2001, Americans used an average of 223 pounds of plastic and, according to the plastics industry, will use 326 pounds per capita by the end of the decade. We can break this cycle by choosing to purchase items that are more durable, and with little or no packaging, so that there will be that much less waste leftover that could potentially become marine debris. For every other item we recycle or reuse, there is one less piece of trash that could become a part of the marine debris cycle threatening people and wildlife.

Be Part of the Solution

The debris that we collect from our beaches is a symptom of a much larger water pollution problem that is caused by everyday people doing every day things. Rain scours oil from parking lots, fertilizer from lawns, pet droppings from sidewalks and other contaminants from "non-point" sources and transports this toxic stew down storm drains and over land into the ocean. These toxins are poisoning marine life and our water sources. We can all be part of the solution by recycling used motor oil and repairing car leaks, picking up after our pets and switching to non-toxic products and improve other everyday practices to help keep our waterways clear and clean. Everyone that lives in a coastal home, whether it be sea otters, plankton or you and me, is vulnerable to the hazards of ocean pollution. The California Coastal Commission's Adopt-A-Beach program is dedicated to helping Californians work together to create solutions to a problem that affects us all.

HOW CAN I HELP?

- ✚ Reduce, reuse and recycle at home, work and school.
- ✚ Buy products made from recycled materials with little or no packaging.
- ✚ Keep storm drains clean – they drain to beaches.
- ✚ Keep cigarette butts off streets and beaches.
- ✚ Properly dispose of fishing lines, nets and hooks.
- ✚ Participate in the Coastal Commission's programs, call (800) COAST-4U:
 - Volunteer for Coastal Cleanup Day - Saturday, September 21, 2013
 - Volunteer for the year 'round Adopt-A-Beach program.
 - Buy a Coastal Whale Tail License Plate.

RESOURCES

California Coastal Commission
Adopt-A-Beach Program
45 Fremont Street, Suite 2000
San Francisco, CA 94105
(800) COAST-4U
www.coastforyou.org

National Park Service
Pacific West Region
www.nps.gov

1-800-CLEAN-UP
Call for information on
where to recycle and how
to dispose of household
hazardous waste

Ocean Conservancy
1300 19th Avenue, NW
8th Floor
Washington, DC 20036
www.oceanconservancy.org

The Marine Mammal Center
www.tmmc.org
(415) 289-7335

For "Green" shopping:
National Green Pages
www.greenpages.org

NOAA Marine Debris Program
www.marinedebris.noaa.gov

APPENDIX D

CLEANUP CAPTAIN CHECKLIST

- ___ Contact your County Coordinator
- ___ Contact the necessary land managers and make arrangements for the cleanup (if applicable)
- ___ Scout your site
- ___ Recruit volunteers
- ___ Make safety the priority
- ___ Solicit donations of cleanup supplies such as nets and skimmers
- ___ Distribute and collect liability waiver forms
- ___ Confirm your logistics
- ___ Assign a press contact
- ___ Optional: Plan a post-cleanup party
- ___ Attend coordinator meeting and pick up supplies
- ___ Arrive at site one hour before cleanup
- ___ Sign up drop-in volunteers
- ___ Organize volunteers for the cleanup
- ___ Give orientation and safety precaution talk
- ___ CLEANUP
- ___ Respond to the media
- ___ Take photos
- ___ Collect data cards
- ___ Report # of volunteers, trash, and recyclables by 1:30 p.m.
- ___ Thank your volunteers
- ___ Give data cards and waiver forms to County Coordinator
- ___ Fill out cleanup summary and give to your Coordinator or send directly to the Coastal Commission
- ___ Assess surplus supplies

APPENDIX E

CLEANUP DAY SUPPLY CHECKLIST

(This is a suggested list of useful items – not all items are supplied by the California Coastal Commission - CCC)

GENERAL:

_____ Banners	_____ Trash Bags (supplied by CCC)
_____ Recycling Bags (supplied by CCC)	_____ Posters (supplied by CCC)
_____ Promotional Items	_____ T-shirts (supplied by CCC)
_____ Liability Waiver Forms (supplied by CCC)	_____ Pencils (supplied by CCC)
_____ Data Cards (English and Spanish-supplied by CCC)	_____ Data Detective Posters (supplied by CCC)
_____ First Aid Kit	_____ Scale
_____ Gloves (supplied by CCC)	_____ Sign-in Table
_____ Folding Chair(s)	_____ Any additional needed signage
_____ Extended pole pool skimmers	_____ Handheld skimmers
_____ Bait nets	_____ Roadside Picker with mails or Grabbers

Additional Items

- _____ Camera and Film
- _____ Food and Drinks
- _____ Prizes
- _____ Raffle Tickets
- _____ Tape, Scissors, Clipboards, Paper, and Paperweights
- _____ Party Supplies
- _____ Sign describing which items are recyclable
- _____ Sun shade for sign-in table
- _____ Extra Supplies
- _____ Sunscreen, hand sanitizer
- _____ Calculator to tally data

APPENDIX F

SITE CAPTAIN SUMMARY SHEET

Your information is critical to the success of Coastal Cleanup Day. After the cleanup, please fill out this summary sheet and return it to your County Coordinator along with the liability waiver forms and data cards. Please return all these forms promptly at the end of the Cleanup.

Cleanup Location: _____

Site Captain Name: _____

Captain's Address: _____

Captain's Phone Number: _____

STATISTICS

# of Volunteers	Weight*		Volume (if available)		Miles Covered
	Trash	Recycling	Trash	Recycling	

*you may weigh a typical random sample and multiply the average weight per bag to get the total, or actually weigh all the bags. Please indicate how you got your total:

() Estimated Weight () Measured Weight

Bring Your Own: Did people bring their own items to the cleanup? If so, how many people brought their own...

- Bag/Bucket/Receptacle _____
- Glove _____
- Water Bottle _____

How many trash bags did you use at the Cleanup:

- In 2012 _____
- In 2011 (if known) _____

What were the most unusual items found (please list):

Please report any events, cleanup parties, contests, or other unusual occurrences that happened at your cleanup:

After phoning in your totals, please return this summary sheet, the liability waivers, and data cards to your County Coordinator. **Thank you for participating in the 28th Annual Coastal Cleanup Day!**

APPENDIX G

SAMPLE LETTER TO REQUEST CLEANUP PRODUCT DONATIONS

(Please adapt as needed)

(DATE)

(STORE ADDRESS)

To Whom It May Concern,

We are writing to request a product donation for our _____ (BOATING FACILITY NAME) California Coastal Cleanup Day on (EVENT DATE).

California Coastal Cleanup Day, the **state's largest annual volunteer and community** cleanup event, helps to encourage Californians to act on behalf of their **local beaches, shorelines, and waterways** while raising awareness about the connection between pollution along our coastal and inland shorelines and the overall health of our waterways and ocean. It is a one-day effort that promotes year-round action by Californians in all of their local communities. We strive to engage every population in our state in this vital effort. The California shoreline is one of the most magnificent in the world, yet each year thousands of tons of garbage settle on its beaches. Trash in the ocean is a growing problem, and most of the marine debris that dirties our beaches and fouls our ocean **originates from land-based sources**. Garbage that is not collected may end up in the oceans where it can endanger wildlife and human health. Coastal Cleanup Day addresses the need for individuals to take responsibility for the garbage that we produce each year, while providing an educational opportunity for all Californians. Last year over _____ (CCC WILL BE ABLE TO PROVIDE YOU WITH THIS INFORMATION) volunteers participated in the event state-wide and removed more than _____ (CCC WILL BE ABLE TO PROVIDE YOU WITH THIS INFORMATION) million pounds of trash and recyclables from our beaches, lakes, and waterways!.

Our _____ (BOATING FACILITY NAME) is seeking to **engage more the local boater community** in these cleanup efforts. Boaters possess access to generally inaccessible areas and allow us to expand the Cleanup effort to the water's surface as well as on the shoreline. It is with this effort in mind that we are seeking a product donation from your establishment.

Below you will find a list of items in need. Your contribution in whole or in part of the requested items is much appreciated.

(LIST THE CLEANUP ITEMS YOU NEED, CHECK APPENDIX E AND USE THE STORES CATALOG AS A REFERENCE)

Equipped with these tools, our volunteers will be more effective in removing debris from hard-to-access areas, like creeks, ravines, and rocky shorelines, and will increase the effectiveness of the Cleanup overall.

In return for your generosity, we would be happy to publicize your in-kind sponsorship on our (BOATING FACILITY WEBISTE), which can be found at _____

We thank you in advance for your consideration of this request and for supporting the **state's largest annual volunteer and community** cleanup event

Kind Regards,

SIGNATURE

TITLE

ADDRESS

APPENDIX H

COASTAL CLEANUP DAY 2013

Coordinators Contact Information

California

California Coastal Commission
Eben Schwartz, Outreach Manager
(415) 904-5210
Eben.schwartz@coastal.ca.gov

Shannon Waters, Volunteer
Programs Coordinator
(415) 904-5214
Shannon.waters@coastal.ca.gov

California Coastal Commission &
Department of Boating &
Waterways
Vivian Matuk, Boating Clean &
Green Program Coordinator
(415) 904-6905
Vivian.matuk@coastal.ca.gov

CALTRANS Adopt-A-Highway
Andy Morse
(916) 654-4329
andy_morse@dot.ca.gov

Alameda - Berkeley

City of Berkeley Shorebird Park
Nature Center
Patty Donald
(510) 981-6721
pdonald@cityofberkeley.info

Alameda – East Bay Parks

East Bay Regional Park District
Kevin Fox
(510) 544-2515
KFox@ebparks.org

Alameda - Fremont

City of Fremont
Val Blakely
(510) 494-4570
vblakely@fremont.gov

Alameda - Oakland

City of Oakland Watershed
Improvement Program
(510) 238-6227

Alameda – Oakland Estuary

California Coastal Commission
Shannon Waters
(415) 904-5214
Shannon.waters@coastal.ca.gov

California Coastal Commission &
Department of Boating & Waterways
Vivian Matuk
(415) 904-6905
Vivian.matuk@coastal.ca.gov

Alameda – Oakland (Port)

Port of Oakland
Jeff Jones
(510) 627-1360
jjones@portoakland.com

Alameda - Pleasanton

City of Pleasanton
Brian Lorimer
(925) 931-5511
blorimer@ci.pleasanton.ca.us

Alpine

Sierra Nevada Conservancy
Brittany Juergenson
(530) 823-4686
bjjuergenson@sierranevada.ca.gov

Amador

Sierra Nevada Conservancy
Brittany Juergenson
(530) 823-4686
bjjuergenson@sierranevada.ca.gov

Butte

Butte Environmental Council
Mary Muchowski
(530) 891-6424
marym@becnet.org

Calaveras

Calaveras Big Trees State Park
Jeff Davis
(209) 795-2334
jedavis@parks.ca.gov

Sierra Nevada Conservancy
Brittany Juergenson
(530) 823-4686
bjjuergenson@sierranevada.ca.gov

Colusa

Premier Mushrooms
Kevin Foley
(925) 216-5665
kfoley@premiermushrooms.com

Contra Costa

The Watershed Project
Juliana Gonzalez
(510) 759-1203
juliana@thewatershedproject.org

East Bay Regional Park District
Kevin Fox
(510) 544-2515
KFox@ebparks.org

Del Norte

Del Norte Unified School District,
Crescent Elk M.S.
Joe Gillespie
(707) 464-0320
jgillespie@delnorte.k12.ca.us

El Dorado

Sierra Nevada Conservancy
Brittany Juergenson
(530) 823-4686
bjjuergenson@sierranevada.ca.gov

Fresno

Sierra Nevada Conservancy
Brittany Juergenson
(530) 823-4686
bjjuergenson@sierranevada.ca.gov

San Joaquin River Parkway &
Conservation Trust, inc.
Sarah Parkes
(559) 248-8480 x 107
Sparkes@riverparkway.org
Lina Valenzuela
(559) 248-8480 x157
linav@riverparkway.org

Glenn

Be the first to lead a Cleanup!
Email
Shannon.waters@coastal.ca.gov

Humboldt

Northcoast Environmental Center
Daniel Ehresman
(707) 822-6918
dan@yournec.org

Imperial

Christina Lange
(406) 821 9957
info@christinalange.com

Inyo

Sierra Nevada Conservancy
Brittany Juergenson
(530) 823-4686
bjjuergenson@sierranevada.ca.gov

Kern

Trails4All
Jim Meyer
(310) 344-9229
jmeyert4a@aol.com

Kings

Environmental Health Institute
Keith Winkler
(559) 584-1411
pimo@att.net

Lake

Lake County Department of Water Resources
Carolyn Ruttan
707-263-2256
Carolyn.Ruttan@lakecountyca.gov

Lassen

Sierra Nevada Conservancy
Brittany Juergenson
(530) 823-4686
bjjuergenson@sierranevada.ca.gov

Los Angeles

Heal the Bay
Eveline Bravo
(310) 451-1500 x148
ebravo@healthebay.org

Los Angeles – Long Beach

City of Long Beach El Dorado Nature Center
Brooke Davis
(562) 570-4876
brooke.davis@longbeach.gov
Erin Kellogg
(562) 570-4876
erin.kellogg@longbeach.gov

Madera

Sierra Nevada Conservancy
Brittany Juergenson
(530) 823-4686
bjjuergenson@sierranevada.ca.gov

Sarah Parkes
San Joaquin River Parkway & Conservation Trust, inc.
(559) 248-8480 x 107
Sparkes@riverparkway.org
Lina Valenzuela
(559) 248-8480 x157
linav@riverparkway.org

Marin

US Army Corps of Engineers--Bay Model Visitor Center
John Fassero
(415) 289-3027
djfassero@hotmail.com

Mariposa

Sierra Nevada Conservancy
Brittany Juergenson
(530) 823-4686
bjjuergenson@sierranevada.ca.gov

Mendocino

Mendocino Land Trust
Donna Sinclair
(707) 962-0470
dsinclair@mendocinolandtrust.org

Merced

UC Merced
Jim Greenwood
(209) 228-2582
jgreenwood@ucmerced.edu

Modoc

Sierra Nevada Conservancy
Brittany Juergenson
(530) 823-4686
bjjuergenson@sierranevada.ca.gov

Mono

Sierra Nevada Conservancy
Brittany Juergenson
(530) 823-4686
bjjuergenson@sierranevada.ca.gov

Bridgeport Elementary School
Suzanne Scholl
(760) 932-7441
sscholl@qnet.com

Monterey

Save Our Shores
Brad Hunt
(831) 462.5660
brad@saveourshores.org

Napa

Napa Resource Conservation District
Stephanie Turnipseed
(707) 252-4188 x 111
steph@naparcd.org

Nevada

Sierra Nevada Conservancy
Brittany Juergenson
(530) 823-4686
bjjuergenson@sierranevada.ca.gov

Orange

OC Parks
Matthew Le
(714) 566-3067
Matthew.Le@occr.ocgov.com

Placer

Sierra Nevada Conservancy
Brittany Juergenson
(530) 823-4686
bjjuergenson@sierranevada.ca.gov

Plumas

Sierra Nevada Conservancy
Brittany Juergenson
(530) 823-4686
bjjuergenson@sierranevada.ca.gov

Riverside

Trails4All
Jim Meyer
(310) 344-9229
jmeyert4a@aol.com

Sacramento

American River Parkway Foundation
Stacy Springer
(916) 486-2773
volunteer@arpf.org

San Benito

Be the first to lead a Cleanup!
Email
Shannon.waters@coastal.ca.gov

San Bernardino

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Trinity

Be the first to lead a Cleanup!
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Yuba

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APPENDIX I. List of Some Potential Volunteers/Partners

- **California Aquatic Centers**
<http://www.dbw.ca.gov/BoaterInfo/AquaCntr.aspx>
- **California Fishing Organizations**
<http://www.takemefishing.org/state/page/state-fishing/fishing-organizations/state/CA>
- **Non-Motorized Boat Clubs and Organizations** (kayak, rowing and canoe clubs)
http://www.dbw.ca.gov/PDF/N-M_Boating/Appx_A-Boat_Clubs_and_Orgs.pdf
- **Sea Scouts**
<http://www.newseascout.org/support/western-region>
- **United State Coast Guard Auxiliary, Northern California**
<http://resource.d11nuscgaux.info/membership/divisions.html>
- **United States Coast Guard Auxiliary, Southern California**
<http://d11s.org/leadership/divisions-and-flotillas.php>
- **United States Power Squadrons**
<http://www.usps.org/cgi-bin-nat/tools/pages.cgi?slocate>

APPENDIX J. Media Guide

(NOTE: THIS GUIDE IS COMPREHENSIVE AND INCLUDES SEVERAL METHODS FOR MEDIA OUTREACH. EVENT ORGANIZERS ARE ENCOURAGED TO USE ANY OR ALL THAT ARE APPROPRIATE FOR THEIR AUDIENCES.)

COORDINATING PUBLICITY

Newspapers and radio and television stations are important partners to help publicize your event and recruit participants for California Coastal Cleanup Day (CCD). Good relationships with local media representatives can help make the Cleanup even more successful.

As the county or regional coordinator, you will be the official CCD publicity coordinator for your county or area. If possible, try to find someone with experience in public relations or journalism to help you work with the media. This person should also have enough time to develop the media contacts you need and respond to any media interviews that the Coastal Commission staff helps arrange for you. Part of your publicity campaign is to convince reporters that this is an important community event that they need to cover. Your promotion director's name and telephone number(s) should appear on all news releases, public service announcements, and other communications with the media.

If you start early, you may be able to get publicity assistance by recruiting a local newspaper, radio, or television station to sign on as one of your official county CCD sponsors. Radio and television stations reach a large portion of the community through brief mentions on the air, and a well-known local personality may be willing to serve as a spokesperson for your event. Keep in mind that an alliance with one particular television station or radio group might preclude coverage on other networks/station. So choose wisely - start with the highest rated station in your market and work down the list.

If you don't have a media sponsor for your event, you need to start early to develop personal contacts with the media long before CCD (see Developing Media Contacts below). Good relationships with reporters and public service directors increase the chances of getting coverage of the next scheduled cleanup.

DEVELOPING MEDIA CONTACTS

The more people that know about your cleanup, the more likely you are to have a successful and profitable event. Start early to develop a list of media contacts to whom you will send cleanup information. This list should include:

- local newspaper reporters who cover "Lifestyle" or "metro" sections, the outdoors, environment, science, and community affairs;
- radio and television public service directors;
- local talk-show hosts who might interview you and/or any of your sponsors;
- editors of community group newsletters/papers; and
- public access channels that cover community events, including local university channels.

You will also want to develop a separate “community contacts” list of other people who might help you to get the word out about your CCD event and help recruit participants. This list might include:

- elected community officials;
- principals and teachers of local schools and board of education members;
- leaders of scouting, Camp Fire, or 4-H groups;
- religious leaders;
- officers of environmental or service clubs; and
- members of local chamber of commerce.

If possible, put your lists on a computer database, so you can add and change information as your planning progresses. Many computer programs will allow you to create mailing labels directly from lists so you can send different mailings to the same people without addressing the envelopes each time.

Your direct promotion methods should be augmented by more widespread, indirect approaches such as:

- Hanging posters in stores, schools, churches, etc.;
- Distributing flyers with your local CCD information to local community and environmental groups;
- Placing calendar notices in newspapers, magazines, and newsletters;
- Broadcasting on radio and television stations; and
- Posting notices on community bulletin boards.

Is a Cleanup News?

News can be any type of story that is of interest to your local media outlets. The key when considering sending a news story to the media is: does it have local impact? Your local media is only interested in stories for or about the community reader, listener or viewer and a local

Cleanup definitely fits that bill.

News stories can be:

- An announcement or account of your Cleanup
- What will or has happened to a local person or people (e.g. stories about Cleanup volunteers)
- Local information people need (e.g. “More than 1 ton of litter is collected by your Cleanup each year.
This can be prevented if everyone lends a hand.”)

From the Media Perspective

When you work with media by pitching stories or writing op-ed pieces, it is important to consider things from the media perspective. Here are some of the things an editor, reporter or news director will consider when

assessing the value of your story:

- **Impact or consequence:** How many people does the event or idea affect, and how seriously does it affect them? To what extent is the information useful to their readership? Does anyone care?
- **Proximity or locality:** It's news only if it's happening within the media outlet's circulation or viewership area. If it's in your watershed but outside their news area, there is less interest.

- **Timeliness:** Today's news may be stale tomorrow. The best time to tell an important story is as soon as possible. Have a draft of a Press Release that you can insert facts and figures into, so that it's ready to be emailed to local media as soon as your Cleanup is over.
- **Prominence:** Names don't always make news. Still, happenings that involve well-known people or institutions are likely to be interesting even if not important. If a local celebrity or politician is involved in your Cleanup, let the media know.
- **Novelty or drama:** The unusual makes news. Firsts make news. Bizarre makes news. It's always useful to collect information about weird and wonderful things that you find during your Cleanup.

Media Relations Do's & Don'ts

Do...

- Make their jobs easy.
 - Give them information that is accurate, thorough and within their deadline.
 - Schedule phone interviews at convenient times or in-person interviews at accessible locations, preferably at the site while your Cleanup is taking place.
 - Develop fact sheets about your Cleanup—how many years you've been doing it, how many people join in, how many boy-scout troops etc. And it's important to give them facts about your site too –if it's a popular location, if it's habitat to a threatened species, if it has any other special features etc.
 - Provide them with photos! Photos of adults and children cleaning the beach/shoreline, or “before” and “after” photos are the best!
- Make sure spokespersons are accessible when needed. Apart from paid staff, make sure that volunteers of all sorts of shapes and sizes and age are available to be interviewed about your Cleanup.

Spokespeople should:

 - Always know what the facts are at the time, even it's just about their small piece of the Cleanup.
 - Never lie when they don't want to reveal an answer. To a reporter, catching someone in a lie makes a better story than the truth. Always say “I don't know the answer now...” and get back with additional information later if you aren't sure about what is true or not. Put them in touch with experts to give them background or extra information.
 - Give your main message point first in a concise, positive complete sentence. For example: “We're all responsible for keeping our waterways clean. I've been cleaning up this beach/shoreline for years with my church group. It's a fun way to get involved and to serve the community.”
 - Make sure all of your contact information is accurate.
 - Keep the media informed about your Cleanup on a regular basis e.g. before it happens so that they can help you recruit volunteers and after it happens, when you can report on how much garbage and recycling you cleaned up.

Don'ts:

- Fail to respond to their inquiries.
- Fail to respect their deadlines.
- Talk in jargon or ramble and go off on tangents.
- Provide inaccurate or incomplete information.
- Call them repeatedly about your Cleanup—it will just annoy them.
- Don't send mass e-mails to news outlets. They are much more likely to respond if an email is addressed to them personally.

Putting Together A Media Plan

A good media plan will help you recruit participants, partners and sponsors, as well as call attention to the trash issue at your site and what you are doing to fix the problem. You don't have to use all the tools listed below -- choose as many as you think you can handle and the ones that will give you the most bang for the buck.

Here are some pointers for designing and implementing your media plan:

1. Take advantage of publicity that is already being generated. Talk to the Coastal Commission and other County Coordinators to find out how you can work together.
2. Distribute a media calendar announcement well in advance of the Cleanup telling "Who, What, When, Where, Why and How." In addition to your regular media list, don't forget to include the many Web sites, newsletters, or high school and college newspapers and the myriad of other sites like those run by Chambers of Commerce who host "community calendars." And don't forget your partner/sponsors' websites or logos.
3. Use the CCD postcards supplied by the Coastal Commission and distribute it widely. Highlight the "call to action" and make sure your contact information is visible and easy to understand. Your distribution list should include: media outlets, libraries, public bulletin boards, chambers of commerce, schools, youth centers, businesses, public counters and places of worship.
4. Talk to your local newspaper, radio and cable television station about running public service announcements and stories several days before the event. (*See PSA samples at the end of this section.*)
5. To aid the media in preparing a story, develop fact sheets specific to the problem and solution, distribute a media release, and/or write a pitch letter with an already-written or "canned" story. (*See Press Release samples at end of section.*)
6. Send an e-mail to friends, colleagues and organization staff asking them to announce the event or program at all meetings they attend. Notify your city government officials. Obtain a proclamation from your mayor or city council. These proclamations can commemorate the day of the Cleanup and recognize all your volunteers' efforts. (*See proclamation sample in the Appendix.*)

Core Materials for Your Media Plan

1. Media releases
2. Pitch letters
3. "Canned articles"
4. Letters to the editor and op-ed pieces
5. Media information kits

1. Media Releases

The purpose of a press release is to generate media coverage of an event, announcement or new development, or to provide insight or additional information about an ongoing issue, product or policy. In your case, its purpose will be to generate coverage of your Cleanup. Distributing a media release allows you to package the information, story and quotes the way you would like them covered. For events like Coastal Cleanup Day the release is typically issued the same day as the news occurs (generally by e-mail), although you may issue it in advance of the event.

Three tips for writing a media release:

1. “Who, What, When, Where, Why and How.” This information should be in the first and second paragraph of your release. Many times, if the reporter doesn’t see the importance of the story in these paragraphs, he or she stops reading and throws it away.
2. Details. Write down the supporting key points for your core information, such as background information on littering and pollution or your watershed. Quotes from a main spokesperson can and should be used to provide or support the details.
3. Be sure to include:
 - Contact information – identify the organization issuing the release with a current contact name, phone number and e-mail address. Make sure the person will always be available and that the phone number and e-mail address are correct. You also should include your organization’s web site address if you have one.
 - Description of your organization -- this should be standard information included as the last paragraph of any release you distribute.

2. Pitch Letters

The purpose of a pitch letter is to explain to a reporter, editor or news director why he or she should cover your story or address your issue. A pitch letter is not used for breaking news stories. With that in mind, you should not expect instant coverage in the next day’s paper or on the evening news.

Two tips for writing a pitch letter:

1. It should make the case of how your story relates to their audience, why it is interesting or relevant and how it is newsworthy. (i.e. how trash at the beach is affecting recreation.)
2. The pitch letter may be a follow-up to a phone conversation with a reporter and generally accompanies other written materials such as fact sheets, case studies, press releases or other program materials that serve as background information for the reporter.

3. Pre-Written or “Canned” Articles

Small local publications that don’t have a large reporting staff may accept a pre-written or “canned” article and run it with little editing. In larger local publications, however, the “canned” article may be used to spur a reporter to cover your story. In this case, your prewritten article may provide the basic facts for the reporter’s story, but he or she may develop their own angle. Remember weekly and monthly publications require a much longer lead time than daily publications. Be sure to contact the publication to determine submission deadlines.

4. Letters to The Editor And Opinion-Editorial Pieces

Another way to reach opinion leaders and educate your community about your Cleanup is to submit letters to the editor and opinion-editorial (op-ed) pieces. Op-ed pieces and letters to the editor should be written in the same fashion as a media release, with the most important information at the beginning of the letter. For maximum impact, a senior member of your organization should sign letters to the editor and op-ed articles.

Three tips for writing a letter to the editor:

1. Look up about guidelines on length, deadlines and whether the letter will be edited on the paper’s website. Editors will likely choose a few short letters rather than a long one. Be brief.
2. The letter should be factual. Support statements with localized statistics or facts.
3. Stick to the issue. Opinion editorials are written to frame and position specific issues from a particular point of view, and are not a direct response to an article. However, the subject of an op-ed must be timely and of relative importance to the newspaper’s readers.

Five tips for writing an op-ed piece:

1. Offer a forceful opinion – about trash and litter at your site
2. Provide well-documented, well-researched facts and arguments.
3. Make sure your piece adds to the public's knowledge of the beach/shoreline and its value.
4. Provide insight on issues that are relevant to the local area.
5. Make sure the essay is clear, organized and interesting.

5. Media Information Kits

Media kits are packets of information that can be distributed at your Cleanup, or given to a reporter to provide background information for an interview or news story. The information included should be relevant, brief and easy to scan for the main ideas. Make sure the information included in media kits is always kept current and before you hand over a kit to a reporter, reconfirm that all the information is correct, relevant and current.

Media kits can include:

- Media release
- Fact sheet on the Cleanup
- Fact sheet on latest relevant statistics and research about the beach/shoreline or about pollution issues
- Photographs, electronic art of appropriate logos
- Brochures and other printed program materials like data collection card samples
- Relevant media coverage from other publications
- Current contact information, in case a reporter has a need for further information. This should include your website address, if you have one.

PRESS RELEASES

To get the word out on your CCD event, send news releases to your local media and community contacts. A news release should provide reporters with basic information to write an article on your event, plus contact information for more in-depth information or interviews.

News releases follow a fairly simple format, with the most important information at the beginning and supporting information subsequently. This allows an editor to get all the pertinent facts at the first glance. Following the standard press release format will make it easier for your media contacts to use the information you send them.

The first part of your news release should tell the reader:

What is happening (your cleanup event);

When is it happening (the date and time your cleanup);

Where is it happening (the cleanup sites in the area);

Who is doing it (the sponsors and organizers of the cleanup along with who will be participating); and

Why you are doing the cleanup (the significance of the cleanup).

Samples of press releases from last year's event are included in this Media Guide, and you will be sent current year releases before they are sent to statewide media so that you can coordinate timing of your local releases. These are intended to help guide you in writing a release appropriate to your cleanup.

Try to keep your release to a single page of bulleted points if possible. Before you send your release, be sure to add your local CCD contact information.

A post-event press release should contain information about what happened at your event including who attended, how many people were there, and how much trash was picked up (an estimate). If possible, try to take some digital photographs at your cleanup that can be available to print media along with your post-event press release.

CALENDAR ANNOUNCEMENTS

To increase the visibility of your Cleanup, consider submitting information for local calendar listings. Media calendar listings (also referred to as announcements or bulletin boards) are the section of the newspaper, or a time slot on radio/television where community events and activities are listed or announced. Many, many other groups now also have free community calendars on their websites. It's worth putting a little bit of work into locating these and submitting to them. Try Chambers of Commerce, colleges, free on-line newspapers, environmental organizations as well as many others. To increase the likelihood of having your Cleanup included in the calendar section, send your announcement well ahead of the event.

PUBLIC AFFAIRS AND NEWS TALK SHOWS

Equivalent to the editorial pages of a newspaper are the public affairs and talk shows on radio and television. Community run radio and TV stations are always looking for local stories to publicize. Again, comparable to print media, your messages should be clear, concise, timely, interesting and relevant to listeners. It helps if your representative is a well-known community leader or an expert or include a Cleanup volunteer as a spokesperson. The first step in getting on the air is to familiarize yourself with the public affairs and news talk programs on radio and television stations in your area. Be sure to acquaint yourself with the format of the programs, noting whether they feature in-studio guests, live call-ins, panel discussions or taped programming.

PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

Public Service Announcements (PSAs) are an ideal way to publicize your local cleanup event to the community, at no cost to you.

Television and Print PSAs

You will be notified when the Coastal Commission develops television or print PSAs that you can use with your local media so that you can order copies for your local efforts.

Radio PSAs

Sample scripts for a radio PSA is included in the sample media documents that follow. Begin by contacting the public service director at the radio stations at least six weeks before the cleanups to find out the following information:

- Whether the station uses PSAs;
- Whether the station has written guidelines for submitting PSAs;
- What the deadline is for submitting PSAs; and
- The station's preferred length for PSAs.

Once you have determined the needs of each radio station, submit the prepared PSA to each public service director with a personalized cover letter. Always indicate the beginning and ending air-dates for your announcement in the cover letter and the PSA script itself.

Follow up your mailing with a personal phone call to each public service director to make sure they have received your PSA and to ask if they will air it. If a station airs your PSA, it's always good to send a personalized thank-you letter to generate goodwill for next year's event.

Note: If you have successfully placed PSAs using other methods, by all means do what has worked for you! Many coordinators have developed good working relationships with their local public service directors over the years as a result of placing that first PSA.

EVENT DAY PHOTOPGRAHS

Be sure to designate at least one photographer to take photos of your cleanup, but arrange for as many as you can. Action photographs are preferred and photos showing various logos of participants are useful in adding extra name recognition to the event. Digital images (300 dpi or better) are preferable; actual prints are the least-preferred choice. The CCD liability waiver includes a photo release, so be sure that all participants have signed this form so that you can use their images for publicity purposes.

If possible, please send duplicate photos or slides to us at the Coastal Commission. Be sure that each image identifies the location and date of the event and the names and telephone number of the photographer for a credit line if the slide is used. If possible, identify the people in the photos.

POSTERS

Placing as many posters as possible in your community is an important part of your overall publicity campaign. Posters provide increased awareness of your event and help recruit new volunteers. Print your local event information on the poster and hang it in as many stores, schools, religious institutions, and other public places as possible.

COASTAL CLEANUP DAY PROCLAMATION

Getting your Mayor, City Council, or other local official to proclaim California Coastal Cleanup Day will add prestige and visibility to your event. Describe the event, draft a proclamation or your desire for one (please see the Coordinator's Guide for a sample proclamation), and then mail with a cover letter to the official's office. You may want to check with the official's staff - specifically his or her scheduler - to see whether you need to follow any special procedures.

Once your official has agreed to issue a proclamation, you can take advantage of a potential media opportunity by organizing an event where he/she can read the official proclamation. You may be invited to the official signing of the proclamation - this is an ideal photo opportunity. You may be able to generate media interest in the proclamation as well as the actual cleanup. If a signing event is not feasible, you can always ask him/her to attend one of your CCD sites to read the official proclamation. Having an official declaration reinforces the feeling that your volunteers are participating in something important and increases the excitement for the event. You should issue a news release and/or media advisory on the proclamation to emphasize the importance of the cleanup and follow up with a few well-placed phone calls to your media contacts.

WEBSITES AND EMAIL

The Internet provides another important medium to increase public awareness of your issue.

If you have a website, include your organization's web address on all your communication materials. This is a place to give more information about your Cleanup, photos of locations to be cleaned up and for frequently asked questions. Be sure to keep your website up-to-date by adding current information and materials regularly. *(See box on pg. 9 of the coordinator guide for information on how to sign up volunteers online.)* E-mail can be a very cost-effective means to contact media. Email addresses should be researched and included on your media list, but don't send out mass e-mails to the media - they won't open them. Always send personal e-mails even though it takes more time.

SOCIAL MEDIA SITES

There's a huge potential for you to use social media sites like Facebook to get the word out about your Cleanup. You can set up a Facebook Fans Page and post the event for your Cleanup. However, there's also huge potential for Facebook Pages to become irrelevant, inescapable, and annoying. Social media isn't meant for marketing. People don't want marketing messages in their Facebook news feed, but that doesn't necessarily mean they don't want any messages from organizations at all — it just means that you, as the Cleanup, need to make sure you're getting the message right. Focus on the "social" aspect of social media and engage your volunteers in a conversation. Twitter is another opportunity to gain support for the event. You can also link your Twitter posts with your Facebook Fans Page. If you only use your status to announce your Cleanup repeatedly, it'll get old really fast. People are used to their Facebook, Twitter or MySpace page telling them what their friends are doing and saying, not bombarding them with ads or announcements. The better you can blend in with other Facebook users, the better off you'll be, so don't think like an advertiser when you're updating your page's status!

Take advantage of the "social" part of the social network: start a conversation about your site and your Cleanup and you'll be far more likely to generate interest. You could post a comment like "I was wondering whether anyone else has noticed the amount of trash along the shores at beach/park/etc. this year? Where do you think it's coming from?" This can lead to a further post about when your Cleanup is and how people can help out and start a meaningful conversation about how people can help solve the trash problem.

HANDLING CALLS FROM REPORTERS

When you get a call from a reporter working on your Cleanup, it can be tempting to answer his or her questions immediately. However, even seasoned media spokespeople can run into trouble when they try to do an interview “cold.” Instead, when a reporter calls, get as much information as possible about:

1. The news outlet (if you are not familiar with it)
2. The angle of the story he or she is working on
3. A list of questions the reporter would like answered
4. Who else has been interviewed
5. The reporter’s deadline

Tell the reporter that you need this background, so that you can be sure to give him or her the most appropriate information. In some cases, after listening to the reporter’s needs, you may determine that you are not the best spokesperson for the interview, or that another person like a teacher who will be bringing their class to the Cleanup will be a better interviewee. Make sure you (or the designated spokesperson) calls the reporter back well before the deadline with the information they requested. Before returning the call, take time to organize your key messages and practice saying them. Pull together pertinent facts and figures (for instance figures on how much trash you picked up last year), so that you have them in front of you when you do the interview. If the reporter has questions you cannot answer, or if you need more time to gather information, call the reporter back well before the deadline and tell them.

TIMELINE TO CLEANUP

Eight Weeks Before Your Cleanup

Research the Calendar listings you want to post your Cleanup information on. Contact the news source to find out their submission requirements and submit your calendar listing.

Six Weeks Before Your Cleanup

Designate which radio and TV stations you want to send your PSAs to. Contact them for submission requirements, then submit your PSAs to the network.

Two Weeks Before Your Cleanup

The two weeks leading up to your cleanup are critical for publicity. Call reporters from your top three to five news markets (television, radio, and print) to be sure they know about the event and to see if they need more information. Issuing a media advisory of the event can be helpful in alerting the media and the public. Invite them to come to your cleanup site as a participant or to cover the event for their news outlets. Remember that your promotions director’s job is to be a news “salesperson,” convincing reporters that this is an important community activity they should cover.

It is helpful to suggest possible story angles to reporters. Try to think of several different suggestions that could provide an interesting story. Often a reporter will write a story if you provide ideas and work with him/her on getting the necessary background information and interviews. For example, you might suggest:

- an article on the local debris problems and their impact on the community;
- an article on the types of debris found (e.g., unusual items);
- a “human interest” story on a participant or group of participants;
- costs to clean up litter during the year;
- how boaters discard trash at marinas; and
- recycling efforts in your community.

NEWS ANGLES TO USE WITH LOCAL MEDIA

- **Peculiar trash Items:** You can provide a list of the top 10 peculiar items by state or region. Based on those items, you could hypothesize on the point of origin and estimate how far the items had traveled.
- **Animal entanglements:** List the top 10 animal entanglements in a state or region. Based on the items, you could hypothesize about what caused the entanglements and what the public can do to help prevent them in the future.
- **Local “Top Ten” list:** Discuss how your state or regional list compares to the national or international list.
- **Local “People, Pounds, and Miles” lists:** You can compare your state or regional “People, Pounds, and Miles” totals to national or international data.
- **Most Interesting cleanup groups/individuals:** You can discuss your volunteers in terms of: oldest/youngest volunteers; most “spirited” group; largest family; most volunteers from a business, etc.
- **Journey of trash:** From sidewalk to sewer to sea, most of what individuals throw on the sidewalk ends up at the beach. “Follow” a piece of trash from sidewalk to sea.
- **Survey:** Interview “everyman/woman” - outside their place of business or the restaurant they just exited - about where they think most beach trash comes from (segue into where most beach trash really originates).
- **Looking back over the years:** You can discuss the trends of your local cleanup data over as many years as you have participated.
- **Youth Volunteers:** As a result of the youth recruiting you have done at the local schools, pitch reporters on the increasing (if this is the case) number of high school students devoting their community service hours to cleaning up the beach.
- **The Great Cleanup Challenge:** This is more of a marketing angle, but would get press simply because of local celebrity involvement. Two local DJs (morning v. evening) get teams and have a contest in which they involve their listeners and see who can pick up the most trash (prizes involved; good community awareness for radio station).

On the Day of Your Cleanup

On the day of your cleanup, you should be prepared to make it as easy as possible for the news media to cover your event. Don't forget to:

- assign your publicity coordinator or a reliable volunteer to greet the media, set up interviews, and answer reporters' questions;
- collect reporters' business cards so you can contact them next year;
- introduce the media to any dignitaries attending your cleanup;
- give reporters contact names and numbers for follow-up calls; and
- provide any background information. (It may be helpful to have some press packets that include printed background information and fact sheets at the ready.)

After the Cleanup is Over

As soon as possible after your cleanup, compile a brief written report on your publicity efforts.

Include in this report:

- the names of all newspapers, magazines, newsletters, and radio and television stations that covered your event. If possible, copy any clippings you might have and send them along to the Coastal Commission;
- the names of specific reporters who were especially helpful in publicizing your event and their contact information (any business cards you collect will come in handy here);
- the things that went well and those that could be improved in your next publicity campaign; and
- your recommendations for next year's publicity efforts.

Write a personal note of thanks to the reporters and public service directors who helped publicize the event. This will help pave the way for stronger, closer working relationships with reporters in future years.

California Coastal Commission Logo

Reminder! The Cleanup is an excellent example of the concept “think globally, act locally.” Therefore, it is helpful and important to identify your local cleanup as part of the larger California Coastal Cleanup Day event whenever possible. (Plus, we always appreciate the acknowledgement!) We would appreciate you crediting the **California Coastal Commission** (statewide leader), the **California Department of Boating and Waterways** (statewide co-leader in the boating facilities and boating community effort). Please contact us for agency logos. Additionally, don't forget your County Coordinator (see page 24 for a list) and local sponsors, which include in-kind donations. We would appreciate if you included these partners on your media outreach materials.

APPENDIX J.1

LETTER TO THE CALENDAR EDITOR - TEMPLATE

DATE

Dear Calendar Editor,

(Your Organization) is proud to announce that the state's largest volunteer event, California Coastal Cleanup Day, is preparing to celebrate its 27th Anniversary. The event is sponsored by the California Coastal Commission, and will take place at more than **X** local locations throughout **YOUR COUNTY** on Saturday, September 17th, from 9 AM to Noon. These local efforts are part of a larger state-wide event, in which cleanups will be held at over 750 sites throughout California. The Cleanup, organized state-wide by the California Coastal Commission and locally by **YOUR ORGANIZATION** is one of the State's premier volunteer activities, annually bringing tens of thousands of volunteers to the state's beaches and inland shorelines to remove the debris that has accumulated over the course of the year. Last year the state-wide Cleanup saw record breaking participation of over 82,000 volunteers who picked up over 1.2 million pounds of debris.

The event marks California's contribution to the International Coastal Cleanup, organized by the Ocean Conservancy, an annual service day that takes place in 45 states and more than 108 countries in late September. Through this vital statewide and local community event, we hope to encourage the enhancement of the California coast for current and future generations.

We are writing to request your assistance in increasing awareness and helping to bring home the message of personal responsibility for our coastal environment to all Californians. Please include this information in your calendar listings to help encourage volunteers to participate in cleanup activities at over 750 locations statewide on our beaches, in our neighborhoods and at inland waterways throughout California. We can provide actual beach cleanup photos electronically if you can use them; if you would like to use our 2011 poster art, please view it at www.coastal.ca.gov/publiced/media.html. You can download an electronic version from that site immediately.

What: The 27th Annual California Coastal Cleanup Day
When: Saturday, September 17th from 9am to Noon
Where: **At over X LOCAL SITES IN YOUR COUNTY**
Why: **To clean up our beaches and shorelines and raise awareness about the importance of coastal environmental stewardship**
How: **ENTER YOUR CONTACT INFORMATION)**

82,504 volunteers cleaned up over 1.2 million pounds of trash and debris last year at Coastal Cleanup Day OR ENTER YOUR COUNTYWIDE STATS

Please email **YOUR NAME AT # AND EMAIL** if you would like a digital or print version of our poster art – in color or black and white. The artwork is beautiful!

Please don't hesitate to call with any questions. Thank you for your consideration and support. Sincerely,

YOUR NAME
YOUR POSITION
YOUR
ORGANIZATION

APPENDIX J.2

LETTER TO NEWS PAPER AND MAGAZINE PUBLIC AFFAIRS DIRECTOR - TEMPLATE

DATE

Dear Newspaper and Magazine Public Affairs Director,

(Your Organization) is proud to announce that the state's largest volunteer event, California Coastal Cleanup Day, is preparing to celebrate its 26th Anniversary. The event is sponsored by the California Coastal Commission, and will take place at more than **X** local locations throughout **YOUR COUNTY** on Saturday, September 17th, from 9 AM to Noon. These local efforts are part of a larger state-wide event, in which cleanups will be held at over 750 sites throughout California. The Cleanup, organized state-wide by the California Coastal Commission and locally by **YOUR ORGANIZATION** is one of the State's premier volunteer activities, annually bringing tens of thousands of volunteers to the state's beaches and inland shorelines to remove the debris that has accumulated over the course of the year. Last year the state-wide Cleanup saw record breaking participation of over 82,000 volunteers who picked up over 1.2 million pounds of debris.

The event marks California's contribution to the International Coastal Cleanup, organized by the Ocean Conservancy, an annual service day that takes place in 45 states and more than 108 countries in late September. Through this vital statewide and local community event, we hope to encourage the enhancement of the California coast for current and future generations.

We are writing to request your assistance in increasing awareness and helping to bring home the message of personal responsibility for our coastal environment to all Californians. **We ask that you please run the enclosed PSA Ad in your newspaper to help encourage volunteer participation at over 750 cleanup sites in communities at beaches, in neighborhoods and along inland waterways throughout California.**

We can provide actual beach cleanup photos electronically if you can use them; if you would like to use our CCD 2011 poster art, please view it at www.coast4u.org. We can send you an electronic version immediately.

What: The 27th Annual California Coastal Cleanup Day
When: Saturday, September 17th from 9am to Noon
Where: **At over X LOCAL SITES IN YOUR COUNTY**
Why: **To clean up our beaches and shorelines and raise awareness about the importance of coastal environmental stewardship**
How: **ENTER YOUR CONTACT INFORMATION)**

82,504 volunteers cleaned up over 1.2 million pounds of trash and debris last year at Coastal Cleanup Day OR ENTER YOUR COUNTYWIDE STATS

Please email **YOUR NAME AT # AND EMAIL** if you would like a digital or print version of our poster art – in color or black and white. The artwork is beautiful!

Please don't hesitate to call with any questions. Thank you for your consideration and support. Sincerely,

YOUR NAME
YOUR POSITION

YOUR
ORGANIZATION

APPENDIX J.3

LETTER TO RADIO PUBLIC AFFAIRS DIRECTOR - TEMPLATE

DATE

Dear Radio Public Affairs Director,

(Your Organization) is proud to announce that the state's largest volunteer event, California Coastal Cleanup Day, is preparing to celebrate its 27th Anniversary. The event is sponsored by the California Coastal Commission, and will take place at more than X local locations throughout YOUR COUNTY on Saturday, September 17th, from 9 AM to Noon. These local efforts are part of a larger state-wide event, in which cleanups will be held at over 750 sites throughout California. The Cleanup, organized state-wide by the California Coastal Commission and locally by YOUR ORGANIZATION is one of the State's premier volunteer activities, annually bringing tens of thousands of volunteers to the state's beaches and inland shorelines to remove the debris that has accumulated over the course of the year. Last year the state-wide Cleanup saw record breaking participation of over 82,000 volunteers who picked up over 1.2 million pounds of debris.

The event marks California's contribution to the International Coastal Cleanup, organized by the Ocean Conservancy, an annual service day that takes place in 45 states and more than 108 countries in late September. Through this vital statewide and local community event, we hope to encourage the enhancement of the California coast for current and future generations.

YOUR MEDIA CONTACT, MEDIA CONTACT POSITION, is available for interviews to discuss Coastal Cleanup Day and its long-term impact. If you would like to speak with the state-wide coordinator, please contact Eben Schwartz, Outreach Manager at the California Coastal Commission.

What: The 27th Annual California Coastal Cleanup Day
When: Saturday, September 17th from 9am to Noon
Where: At over X LOCAL SITES IN YOUR COUNTY
Why: To clean up our beaches and shorelines and raise awareness about the importance of coastal environmental stewardship
How: ENTER YOUR CONTACT INFORMATION)

82,504 volunteers cleaned up over 1.2 million pounds of trash and debris last year at Coastal Cleanup Day OR ENTER YOUR COUNTYWIDE STATS

Please don't hesitate to call with any questions. Thank you for your consideration and support. Sincerely,

YOUR NAME
YOUR POSITION
YOUR
ORGANIZATION

APPENDIX J.4

RADIO PSA: 15 AND 30 SECOND RADIO SPOTS

ENGLISH

:15

On Saturday September 17th, turn out for the 27th Anniversary of California Coastal Cleanup Day. We live on our beaches and shorelines. Let's spend a few hours helping to keep them clean. Saturday, September 17th from 9 am to noon.

For more information, call **LOCAL CONTACT INFO** or (800) COAST-4U. Or visit www.coastforyou.org.

:30

Last year, Coastal Cleanup Day volunteers removed more than 600 tons of trash from California's coast and inland waterways. This trash is not only harmful to people, it's also bad for the birds, mammals and fish that call those areas home.

So, after spending all year playing in their backyard. How about spending a few hours helping to keep it clean? The 27th Annual California Coastal Cleanup Day is Saturday, September 17th from 9 am to noon.

For more information about where to go in your area, call the **LOCAL CONTACT INFO** California Coastal Commission at (800) COAST-4U. Or visit the web site at www.coastforyou.org.

ESPAÑOL

:15

Las aves, los mamíferos y los peces necesitan de nuestra ayuda. Durante el año, disfrutamos de los lugares donde estos animales habitan. Dispongamos de algunas horas de nuestro tiempo para limpiar estos lugares

Se uno de los 82,000 voluntarios que participarán en el El día de la Limpieza de las Costas de California el Sábado 17 de Septiembre de 9 a 12 de la tarde.

Para obtener más información acerca de este evento en su área, llame a la **LOCAL CONTACT INFO** Comisión Costera de California al (800) COAST-4U o visita nuestra página de internet www.coastforyou.org

:30

El año pasado los voluntarios que participaron en el día de la Limpieza de las Costas de California recogieron más de 600 toneladas de basura en las costas y en los cuerpos de agua dulce. Esta basura no solo perjudica a los humanos sino también a las aves, mamíferos y peces que habitan en estos lugares. Dispongamos de algunas horas de nuestro tiempo para limpiar estos lugares

El día de la Limpieza de las Costas de California es el Sábado 17 de Septiembre de 9 a 12 de la tarde.

Para obtener más información acerca de este evento en su área, llame a la **LOCAL CONTACT INFO** Comisión Costera de California al (800) COAST-4U o visita nuestra página de internet www.coastforyou.org

APPENDIX J.5

2010 OP-ED ARTICLE

Four dirty diapers....one broken Styrofoam cooler....seven beer cans.... five soda bottles....33 cigarette butts....two banana peels and one apple core....and three bags of trash from a fast food restaurant. Last year on Memorial Day it took me about five minutes to find this amount of trash at one small beach on the South Yuba River. In fact, the Styrofoam cooler was breaking into tiny bits in the river as a small boy attempted to float on it. By the time I reached my truck about a half mile upstream, I was hauling out a huge bed sheet filled with another five pounds of trash.

I guess it's easy to just step over the garbage or look the other way. But how can I? It takes up to ten years for a cigarette to decompose, over 80 years for aluminum cans, 100 years for tin cans, one million years for a glass bottle, and as for plastics and Styrofoam, we'll pretty much see them forever. I can't look the other way on the road I live on, let alone the river.

Why do people litter? I would like to think that most people are brought up not to throw a bottle from a car window or toss a dirty diaper behind a river boulder. Maybe within their urban reality, they think others will pick up their trash (a.k.a., the mom syndrome). For some smokers, it has become an "accepted norm" to throw used cigarette butts on the ground. And maybe some people just don't care. It might work for their living room, but not ours....not the Yuba.

I don't need to tell you it's unsightly to see trash at the river. I don't need to tell you that birds, fish, and other Yuba wildlife die from ingesting Styrofoam and plastic pieces. I don't need to tell you not to go to the bathroom in the river. I don't need to tell you, because you already know all that.

Well, we are already at another Memorial Day Weekend, the kickoff of the summer season. Each year beginning at this time, we watch more and more people from outside Nevada County come to enjoy the magic of the Yuba....to swim in her green pools, to lie on her warm rocks. Unfortunately, as the amount of visitors increases, so does the amount of trash left behind. Whether it's you who is leaving behind the trash, your neighbors, or folks from a county over, it's time that we all take responsibility for the river that we love and share with all sorts of beings.

I know that people care. Last year, we at the South Yuba River Citizens League (SYRCL), saw over 325 volunteers come out for the annual Great Yuba Cleanup in September. That's an increase of over 400 percent since 1998's event. But each year the amount of trash pulled out of the canyon gets larger—over 10,000 pounds of litter was collected in 2001, with over 3,200 of those pounds recyclable.

This year SYRCL's cleanup takes place on Saturday, September 21. You can join us then to do your part, or start now. So, you ask, what can I do today to keep the Yuba clean?

- **Carry a litterbag every time you go to the river.** Pick up trash you see and carry it out with you, even if it is not yours....this includes all food waste, like apple cores (apples don't grow at the river).
- **Pack out what you pack in.** The number of trash cans are limited at the river. Take the litter you collect and dispose of it in your bins at home.
- **Recycle the items that you can.**
- **Ask for less packaging at take-out restaurants, and bring less of it to the river.**
- **Are you a smoker?** Call us here at SYRCL for a free disposable ashtray. It fits neatly in your pocket.
- **Use the bathroom facilities that are available at the river.** If you can't wait or there aren't any, dig a small hole at least 200 feet from the trail, river, or creek. Cover it back up. Pack out all used toilet paper.
- **Adopt your favorite beach** or area at the river and make sure it stays clean all summer long.
- **Be an example for others** ... most importantly for kids!

It only takes a small amount of effort to keep the Yuba clean and safe for all of us. Do your part plus a little more. The river will thank you for it.

Kathy Dotson
SYRCL RiverPeople Director

To join the Great Yuba Cleanup on September 19, you can contact Kathy Dotson at SYRCL 265-5961x202 or kathy@syrcl.org.

APPENDIX J.6
2010 PRESS RELEASE: BEGINNING OF SUMMER

Contacts: ***Judi Shils, Media Director, (415) 378-0504 cell***
Eben Schwartz, Statewide Outreach Director, (415) 904-5210 office

**CALIFORNIA COASTAL CLEANUP DAY PREPARES
FOR 26th ANNUAL EVENT WITH A CALL TO REDUCE
WASTE.**

June 24, 2010 -- The California Coastal Commission is proud to announce the 26th annual California Coastal Cleanup Day, the state's largest volunteer event. The event will take place at more than 800 locations around the state on Saturday, September 25*, from 9 AM to Noon. The Cleanup is the State's largest single effort to remove the debris that has accumulated on our beaches and inland shorelines over the past year, bringing tens of thousands of volunteers out annually to protect the marine wildlife and habitat that can be badly damaged by marine debris.

** To avoid conflicting with Yom Kippur, the Cleanup has been moved back a week from its traditional 3rd Saturday in September.*

As Coastal Cleanup Day enters its second quarter century as California's most successful volunteer event, the Coastal Commission and its many partners around the state are seeking ways to improve upon the Cleanup by reducing the amount of debris created by the Cleanup itself. The first step in this effort is the launching of a BYO (Bring Your Own) campaign designed to encourage volunteers to help decrease the ecological footprint of the Cleanup. Volunteers are being encouraged to turn out to their favorite Cleanup location with their own bucket or reusable bag, gloves, and reusable water bottle, so that they won't have to use the disposable items that the Commission supplies. "Coastal Cleanup Day has been incredibly successful at removing trash from our beaches and waterways, but in order to achieve this success, the Coastal Commission has had to provide hundreds of thousands of single-use, disposable items for our volunteers to use," said Eben Schwartz, Statewide Director of Coastal Cleanup Day. "It's time for the Cleanup to make every effort to become a zero waste event."

The Commission's efforts to reduce the amount of trash created by the Cleanup become even more important in light of the incredible growth the Cleanup has enjoyed over the past 3 years. Over 80,000 volunteers participated in the 2009 Cleanup, an all-time record for participation and a 60 percent increase in volunteers since the 2007 event. Those volunteers removed more than 1.3 million pounds of debris from California's shorelines. Plastic debris makes up close to 80 percent, by item, of the debris removed, and single-use disposable plastic goods account for almost all of that 80 percent. 2010 promises to topple records once again, as the Commission has teamed with the Sierra Nevada Conservancy (SNC) to expand the Cleanup along rivers and throughout the watersheds of the Sierra Nevada region.

“In our inaugural event last year, the Great Sierra River Cleanup marshalled 3,500 volunteers to remove 130 tons of trash from Sierra rivers and streams, and we have expanded quite a bit this year” said SNC Executive Officer Jim Branham. “The Coastal Commission has done a great job of establishing the Cleanup in most areas of California; the Sierra Nevada Conservancy can bring a more regional focus and increased participation to the event in our area. By connecting the Cleanup from source to sea, we can help every Californian recognize that our state’s vital waterways link all of us together. Sixty-five percent of California’s water comes from the Sierra, so we are excited about the impact this event is having statewide.”

For those who don’t want to wait until September to start cleaning California’s beaches, the Coastal Commission also runs a year-round beach cleanup program called Adopt-A-Beach. When a group adopts a beach they commit to cleaning it three times per year (school groups are required to clean up only once per year). The program has been a success since its inception in 1984, but always needs helping hands. Schools, youth groups, community groups, churches, businesses and individuals contribute to this year-round effort.

For more information on last year’s Cleanup or any of the new initiatives planned for 2010, please visit www.coastforyou.org. For a PDF of this year’s artwork and ad campaign, please visit the “Media Center” section of www.coastforyou.org.

The statewide event is presented by the California Coastal Commission with major statewide support from Crystal Geyser, Oracle and Whole Foods Market. Additional support comes from Waste Management and Nature’s Path. Other sponsors include Natracare, KPMG, and Fairmont Hotels and Resorts. Northern California media sponsors include KFOG Radio and KPIX/CW Bay Area TV. Northern California media support also comes from the San Francisco Department of the Environment, Golden Gate National Parks Conservancy, and Marin County Board of Supervisors.

Southern California media sponsors include KCAL-TV and KCBS-TV.

California Coastal Cleanup Day 2010 is supported by the California Coastal Commission, California State Parks Foundation, and the Ocean Conservancy. This event is made possible by the hard work of hundreds of local non-profits and government agencies throughout the state and tens of thousands of volunteers annually

APPENDIX J.7

2010 MEDIA ADVISORY – 1 MONTH BEFORE EVENT

Media Advisory
*- For Immediate
Release – August 31,
2010*

Contact: **Judi Shils, Media Director (415) 378-0504 cell**

Eben Schwartz, Coastal Cleanup Day Director (415) 904-5210 or (415) 816-2506 cell

**California Coastal Commission
Announces the 26th Annual California
Coastal Cleanup Day.**
Saturday, September 25th, 2010 from 9 AM to Noon
*New “BYO for CCD” Initiative developed to reduce
the environmental footprint of the state’s largest
volunteer event*

What: The 26th Annual California Coastal Cleanup Day. Tens of thousands of Californians will gather along the beaches, shorelines, and inland waterways of the state to clear away the debris that has been deposited over the past year. Coastal Cleanup Day is also the kick-off event for “[COASTWEEKS](#),” a 3-week celebration of our coasts and waterways. .

Last year, 80,622 Coastal Cleanup volunteers (a new record) collected almost 1.4 million pounds of trash and recyclables. Covering over 2,400 miles of coast and inland shoreline in 52 counties around the state, the 2009 cleanup also had the largest geographic reach ever achieved.

In 2010, the Coastal Commission is introducing a “BYO for CCD” Initiative, asking Cleanup volunteers to bring their own bucket or reusable bag and gloves from home, instead of using the single-use disposable supplies that are provided at every site. The Commission is attempting to reduce the waste created by the Cleanup to improve the environmental impact of the event. In 2009, Cleanup volunteers used more than 130,000 plastic bags and almost 150,000 plastic gloves, all of which became more trash. The Commission hopes to reduce these numbers significantly over the next two years.

When: Saturday, September 25th, 2010 from 9 AM to noon in most locations.

Where: Cleanups will take place at over 800 sites on California beaches, bays, rivers, creeks, parks, roadsides, and highways. Call the local coordinator for exact locations and other site-specific information. For further detail, visit our web site at www.coast4u.org.

Why: “Stewardship of our coast and oceans should not take place only once a year. The Coastal Commission is hoping that our new BYO campaign will help educate our volunteers about how easy it is to make simple behavioral changes that can have year-round impact,” said Eben Schwartz, Outreach Manager for the California Coastal Commission. “Through social networking, the Commission will foster an ongoing conversation about how we can all make simple changes that positively affect ocean health. These small changes have a huge impact on the health of our environment.”

How: Call 1 (800) COAST-4U or visit www.coast4u.org for more information.

Who: *The statewide event is presented by the California Coastal Commission with major statewide support from Crystal Geyser, Oracle and Whole Foods Market. Additional support comes from Nature's Path and Waste Management. Other sponsors include Natracare, KPMG, and Fairmont Hotels and Resorts. Northern California media sponsors include KFOG Radio and KPIX/CW Bay Area TV. Northern California media support also comes from the San Francisco Department of the Environment, Golden Gate National Parks Conservancy, and Marin County Board of Supervisors.*

California Coastal Cleanup Day 2010 is supported by the California Coastal Commission, California State Parks Foundation, and the Ocean Conservancy. This event is made possible by the hard work of hundreds of local non-profits and government agencies throughout the state and tens of thousands of volunteers annually.

APPENDIX J.8

2010 MEDIA ADVISORY – 1 WEEK BEFORE EVENT

Media Advisory
- For Immediate Release
– September 21, 2010

Contact: ***Judi Shils, Media Director (415) 378-0504 cell***

Eben Schwartz, Coastal Cleanup Day Director (415) 904-5210 or (415) 816-2506 cell

**The 26th Annual California Coastal
Cleanup Day** Presented by the California Coastal
Commission Saturday, September 25th, 2010 from
9 am to Noon

What: The 26th Annual California Coastal Cleanup Day. Tens of thousands of Californians will gather along the beaches, shorelines, and inland waterways of the state to clear away the debris that has been deposited over the past year. Coastal Cleanup Day marks the beginning of COASTWEEKS, a three- week celebration of our coastal resources that takes place across the United States. The Coastal Commission maintains a calendar of COASTWEEKS events on its website.

Last year, 80,622 Coastal Cleanup volunteers (representing a 60 percent jump in participation over the past three years) collected over 1.4 million pounds of trash and recyclables. Covering over 2,400 miles of coast and inland shoreline in 52 counties around the state, the 2009 cleanup also had the largest geographic reach ever achieved.

When: Saturday, September 25th, from 9 am to Noon in most locations.

Where: Cleanups will take place at over 800 sites on California beaches, bays, rivers, creeks, parks, roadsides, and highways. Call the local coordinator for exact locations and other site-specific information. For further detail, visit our web site at www.coastforyou.org.

Why: “Coastal Cleanup Day has long been California’s biggest volunteer event, thanks to the passion and commitment of thousands of dedicated volunteers around the state,” said Eben Schwartz, Outreach Manager for the California Coastal Commission. “This year, the Coastal Commission is asking volunteers to help us reduce the environmental footprint of the Cleanup by bringing their own reusable bag or bucket and reusable gloves to the event, rather than using the single-use disposable items that will be available at every site. Together, we can learn to reduce waste and clean our shorelines at the same time.”

How: Call 1 (800) COAST-4U or visit www.coastforyou.org for more information.

Who: *The statewide event is presented by the California Coastal Commission with major statewide support from Crystal Geyser, Oracle and Whole Foods Market. Additional support comes from Nature’s Path and Waste Management. Other sponsors include Natracare, KPMG,*

Earth Friendly Products, See's Candies and Fairmont Hotels and Resorts. Northern California media sponsors include KFOG Radio and KPIX/CW Bay Area TV. Northern California media support also comes from the San Francisco Department of the Environment, Golden Gate National Parks Conservancy, and Marin County Board of Supervisors.

California Coastal Cleanup Day 2010 is supported by the California Coastal Commission, California State Parks Foundation, and Ocean Conservancy. This event is made possible by the hard work of hundreds of local non-profits and government agencies throughout the state and tens of thousands of volunteers annually.

APPENDIX J.9

PRESS RELEASE – PRELIMINARY RESULTS

Saturday, September 25, 2010

FOR IMMEDIATE RELEASE

For More Information
contact:

Judi Shils, Coastal Cleanup Day Media, (415) 378-0504 cell

Eben Schwartz, Outreach Manager, California Coastal Commission, (415) 904-5210 or (415) 816-2506

California Coastal Cleanup Day Tops 1-millionth Participant

Mark California Coastal Cleanup Day
Presented by the California Coastal Commission

Results with 95% of cleanup sites reporting

(*San Francisco*) California's beaches and inner waterways may be collecting spots for marine debris, but Californians have demonstrated their support for clean beaches by turning out by the tens of thousands at the 26th Annual California Coastal Cleanup Day. They scoured beaches, shorelines, and inland locations, picking up trash and debris this morning, covering over 800 sites and gathering hundreds of tons of trash. These volunteers took part in the California Coastal Commission's 26TH Annual California Coastal Cleanup Day, part of the International Coastal Cleanup organized by Ocean Conservancy. Beach, inland waterway, and community cleanups took place up and down the California coast, from Mexico to the Oregon border, around San Francisco Bay, and at sites as far inland as Lake Tahoe and the Salton Sea.

With 95% of the cleanup sites reporting,

the statewide count stands at 80,312 volunteers.

**Those volunteers picked up 953,476 pounds of
trash and an additional 146,646 pounds of recyclable
materials,
for a total of 1,100,122 pounds.**

**The Coastal Commission expects to exceed 2009 record for
volunteer participation (80,622) when the final numbers are
tallied.**

**Among all those people was the Coastal Cleanup Day program's 1 millionth volunteer!
Since the program started in 1985, over 1 million people have participated in
California's premiere volunteer event.**

When asked "if you were the 1 millionth volunteer, what would you want people to know about why you came to the Cleanup today," Jessica Taff, Ellen Hyerim Hwang, and Mai Katayama, members of

International Business Society and volunteers at Yosemite Slough in San Francisco responded: “It’s important to be involved, to be responsible, and to make a connection to your community. We live around here. You can’t walk down a beach, see it’s dirty, and not do anything. Each of us has to be responsible. If we each do something small and make an effort, it won’t become an overwhelming project.”

Past Coastal Cleanup Day data tell us that most (between 60-80 percent) of the debris on our beaches and shorelines comes from inland sources, traveling through storm drains or creeks out to the beaches and ocean. Rain or even something as simple as hosing down a sidewalk can wash cigarette butts, bits of styrofoam, pesticides, and oil into the storm drains and out to the ocean. The California Coastal Commission is asking all Californians to take responsibility for making sure trash goes where it belongs - securely in a trashcan, recycling bin, or a hazardous waste dump when appropriate.

A new effort undertaken by the Coastal Commission and its Coastal Cleanup volunteers this year was a “BYO” initiative. The Coastal Commission asked volunteers to bring their own reusable bag or bucket and reusable gloves to the event, rather than using the single-use disposable items that are available at every site. The effort was embraced by local coordinators of the Cleanup, and early reports from around the state show the Cleanup effort significantly reducing the number of bags and gloves used this year. (In 2009, Coastal Cleanup Day volunteers used 130,000 plastic bags and 150,000 plastic gloves during the event.)

As occurs every year, some unusual items were found throughout California. The Winner of the **2010 Most Unusual Item contest** is a dead cow in a bag, found by a volunteer in Yolo County.

The Coastal Commission will award \$50 gift certificates to the volunteer who found the unusual item.

For the past five years, California Coastal Cleanup Day has shown steady growth in both volunteer and debris totals, and the initial results from 2010 look to continue this trend. “The success of Coastal Cleanup Day has always been a tribute to the many partnerships the Commission forms around the state to help run the event. 2010 is the finest example of this to date,” said Eben Schwartz, Coastal Cleanup Day Director for the California Coastal Commission. “From our new partnership with the Sierra Nevada Conservancy, designed to help spread the Cleanup along rivers and watersheds throughout the Sierra Nevada region, to the hundreds of non-profit groups and local government agencies that captain local and regional efforts, the Coastal Cleanup Day family continues to grow, binding the people of California to our coast no matter where they may live.”

Results from last year: In 2009, 80,622 volunteers picked up over 1.4 million pounds of trash and recyclables statewide on Coastal Cleanup Day, the largest cleanup in the event’s history and marking a 60 percent increase in participation over the past three years. 40 percent of all debris items picked up were cigarette butts – volunteers picked up over 394,000 of them in only three hours last year. This was the 25th straight year in which cigarette butts were the most numerous debris item picked up.

Those who were unable to make it to the beach for Coastal Cleanup Day can still participate in COASTWEEKS, a three-week celebration of our coastal resources that takes place across the

United States. The Coastal Commission has a calendar of COASTWEEKS events on its website. Volunteers are encouraged to contact the California Coastal Commission for more information about COASTWEEKS. To get involved with COASTWEEKS, or to find out how you can become a Coastal Steward throughout the year, please contact the Commission at (800) COAST-4U or visit our Web site at www.coast4u.org.

The statewide event is presented by the California Coastal Commission with major statewide support from Crystal Geyser, Oracle and Whole Foods Market. Additional support comes from Nature's Path and Waste Management. Other sponsors include Natracare, KPMG, Earth Friendly Products, See's Candies and Fairmont Hotels and Resorts. Northern California media sponsors include KFOG Radio and KPIX/CW Bay Area TV. Northern California media support also comes from the San Francisco Department of the Environment, Golden Gate National Parks Conservancy, and Marin County Board of Supervisors.

California Coastal Cleanup Day 2010 is supported by the California Coastal Commission, California State Parks Foundation, and Ocean Conservancy. This event is made possible by the hard work of hundreds of local non-profits and government agencies throughout the state and tens of thousands of volunteers annually.

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APPENDIX K. Marine Debris Presentation (see attached PDF)